

06-15-07

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Patent \$



Attorney Docket No.: 949797-100029

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	)	<b>Confirmation No.:</b> 7039
	)	
<b>Inventor:</b> Goldsmith, Edward M., et al.	)	<b>Group Art Unit:</b> 3711
	)	
<b>Serial No.:</b> 10/759,525	)	<b>Examiner:</b> Mark S. Graham
	)	
<b>Filed:</b> January 16, 2004	)	
	)	
<b>For:</b> Hockey Stick	)	

**Mail Stop Appeal Brief - Patents**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**TRANSMITTAL OF APPEAL BRIEF**

Transmitted herewith is the **Appeal Brief** for the above referenced application, with respect to the Notice of Appeal filed on November 13, 2006.

The items checked below are appropriate:

☐ **"Small Entity Status"** of this application under 37 CFR 1.9 and 1.27 has been claimed.

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01 FC-1255 2160.00 DA

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Yolanda G. Ybuan  
Name of Person Mailing Paper  
*Yolanda G. Ybuan*  
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Pursuant to 37 CFR 41.20(b)(2), the fee for filing the Appeal Brief is:

- ☒ other than a small entity \$500.00  
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**EXTENSION OF TIME**

- ☒ Applicant(s) petitions for an extension of time under 37 CFR 1.136 [fees: 37 CFR 1.17(a)-(d)] for the total number of months checked below:

EXTENSION (months)	FEE FOR SMALL ENTITY	FEE FOR OTHER THAN SMALL ENTITY
<input type="checkbox"/> one month	\$60.00	\$120.00
<input type="checkbox"/> two months	\$225.00	\$450.00
<input type="checkbox"/> three months	\$510.00	\$1,020.00
<input type="checkbox"/> four months	\$795.00	\$1,590.00
<input checked="" type="checkbox"/> five months	\$1,080.00	\$2,160.00
		<b>Fee</b> \$2,160.00

- ☒ **If an additional extension of time is required, please consider this a petition therefor.**
- ☐ A check in the amount of \_\_\_\_\_ is enclosed to cover the above fee(s).
- ☒ Charge Jones Day's Deposit Account No. **50-2468** in the amount of **\$2,660.00**.
- ☒ The Commissioner is authorized to charge Jones Day's Deposit Account No. **50-2468** for any fees required under 37 CFR §§ 1.16 and 1.17 that are not covered, in whole or in part, by a check enclosed herewith and to credit any overpayments to said Deposit Account **50-2468**.

Respectfully submitted,

JONES DAY



By: \_\_\_\_\_

Lawrence R. LaPorte  
Reg. No. 38,948

Dated: June 13, 2007

555 South Flower Street, 50<sup>th</sup> Floor  
Los Angeles, California 90071  
213-489-3939



Patent  
Attorney Docket No.: 949797-100029-US

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re the Application of:

**Inventor(s): Goldsmith, Edward M., and  
DeLap, Christopher K.**

**Serial No.: 10/759,525**

**Filed: January 16, 2004**

**For: Hockey Stick**

**Customer No.: 34026**

**Confirmation No.: 7039**

**Group Art Unit: 3711**

**Examiner: Mark S. Graham**

**APPEAL BRIEF**

**Mail Stop Appeal Brief - Patents**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This brief is an appeal from the Final Office Action mailed May 9, 2006, finally rejecting claims 30-37, 40, 42-49, and 108-110. A Notice of Appeal was filed by U.S. Mail and is dated received by the Patent Office on November 13, 2006, the time for filing this Appeal Brief thereby being set for January 13, 2007. Accordingly, a petition for a five month extension of time

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Yolanda G. Ybuan  
Name of Person Mailing Paper

*Yolanda G. Ybuan*  
Signature of Person Mailing Paper

accompanies this Appeal Brief. It is submitted that the application and claims are properly formed and the issues distilled and ripe for appeal.

**I. REAL PARTY IN INTEREST**

The real party in interest is Easton-Bell Sports, Inc., the assignee of the present application as set forth in the assignment recorded at Reel 017746, Frame 0609, dated June 9, 2006. Easton-Bell Sports, Inc. is a wholly owned subsidiary of RBG Holdings Corp., which is owned by EB Sports Corp., which is owned by parent company Easton-Bell Sports, LLC.

**II. RELATED APPEALS AND INTERFERENCES**

With respect to other appeals that will directly affect, or be directly affected by, or have a bearing on the Board's decision in this appeal, the appeal of Application Serial No. 10/439,652 (filed May 15, 2003) is identified. This appeal was filed on June 13, 2007.

**III. STATUS OF CLAIMS**

Pending Claims & Claims on Appeal:

Claims 30-37, 40, 42-49, and 108-110 are currently pending in the present application, with claim 30 being the sole independent claim. Each of the claims stand rejected under 35 U.S.C. § 103(a). There are no other grounds of rejection. Claims 30-37, 40, 42-49, and 108-110 are on appeal.

Cancelled & Withdrawn Claims:

Claims 1-29, 38-39, and 50-107 were cancelled in Preliminary Amendment dated January 16, 2004. Claim 41, due to typographical error, never existed.

**IV. STATUS OF AMENDMENTS**

No amendments have been filed subsequent to the Final Office Action mailed on May 9, 2006.



## **V. SUMMARY OF CLAIMED SUBJECT MATTER**

Independent claim 30, as amended during prosecution, is directed to a hybrid hockey stick blade comprising a composite paddle portion having a recessed heel permanently coupled to a wooden hosel portion being adapted to being removably coupled to a hockey stick shaft. (See e.g., Figs. 14A-G; Figs. 17A-D; Appl. page 16, line 6 to page 25, line 16; and Appl. page 22, line 20 to page 26, line 11.) The first end section of the hosel portion includes a slot wherein the recessed surfaces of the heel section of the composite paddle are received and permanently coupled. (Id.; see also Figs. 17B, 17C and 17D; Appl. page 22, line 20 to page 24, line 18; Figs. 1, 2, 5 and 6.) The second end section of the hosel portion being adapted to being received within a tubular portion of a hockey stick shaft. (Id.; see also Figs. 17A-D, Appl. page 24, line 19 to page 26, line 11; Figs. 10-13.)

## **VI. GROUNDS OF REJECTION TO BE REVIEWED ON APPEAL**

Claims 30-37, 40, 42-49, and 108-110 stand rejected under 35 U.S.C. 103(a) as being unpatentable over Christian (USPNo. 6,039,661) in view of Tiitola (USPNo. 5,407,195).

## **VII. ARGUMENT**

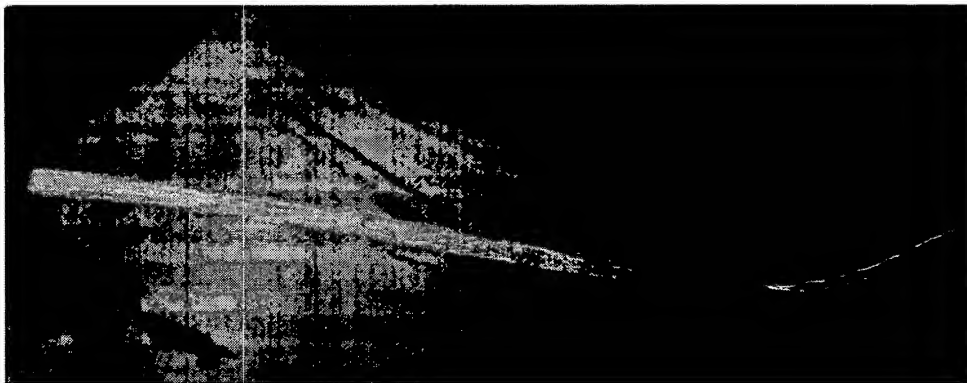
### **A. Introduction**

The invention here is generally directed to hockey sticks and in particular to hybrid hockey stick blades having a unique configuration and construction. To place the invention in the proper context so that it may be fully appreciated, a short discussion of the prior art, specifically the two cited references, and the previously submitted "Declaration of Edward M. Goldsmith Pursuant to 37 C.F.R. § 1.132" (attached hereto as Evidence Appendix Exhibit A), as they relate to the development of the hockey stick art is believed in order.

**1. Early Hockey Sticks Were Unitary Structures Carved From a Single Piece of Wood**

As explained in the Background Section of the subject application, hockey sticks are generally comprised of a blade portion and an elongated shaft portion which allows the player to manipulate or communicate with the blade during play. Because the blade is the part of the hockey stick that endures the greatest punishment during the rigors of play, early hockey sticks manufactured through the first decades of the 1900s were carved from a *single piece* of wood. (See e.g., Goldsmith Declaration ¶ 14.) The idea being that a unitary hockey stick, wherein the blade and the shaft were seamless unitary extensions of one another, could endure greater stress than hockey sticks formed of one or more separately made and joined components. (Id.) The hockey stick illustrated below is representative of such a single piece construction. (Id.)

Early Carved Single Piece Hockey Stick



In later versions, wood hockey sticks were constructed with the blade and shaft being formed from different pieces of wood and permanently connected together. This construction, while reducing waste, further weakened the area between the blade and shaft. (Id. at ¶¶ 16-22.)

**2. The Replaceable Blade Hockey Stick Configuration and  
USPNo. 5,303,916 issued on April 19, 1994 to Aubrey Rodgers**

As further described in the Background Section of the subject application, hockey sticks constructed of wood, although providing a "feel" that many hockey players prefer, or perhaps over the years have become accustomed to, nevertheless continued to have many shortcomings.

First and foremost, wood hockey sticks lacked durability often due to fractures in the blade, which frequently occurred at the joint between the blade and the shaft. (Goldsmith Declaration ¶22.) Thus, frequent replacement was required. (Id.) This is not surprising given the substantial and sudden impacts received by the blade during the normal course of play (*e.g.*, swinging the blade at high speed at hard vulcanized rubber pucks, slapping the blade on the ice, smashing the blade into (or between) the rink boards goal bars, skates, etc.). (Id.) Furthermore, due to the variables inherent in wood construction and manufacturing techniques, wood sticks were often difficult to manufacture to consistent tolerances (*e.g.*, the curve and flex of the blade often varied even with the same model and brand of stick). (Id.) Thus, when the stick was no longer in usable condition, the player was left without a seamless and comfortable replacement. (Id.) Moreover, because the blade and the shaft were permanently attached to one another, the durability of wood hockey sticks was dependent on the durability of each component. (Id.) As such, it was not uncommon for an unusable wood hockey stick to be scrapped with a shaft that was in good condition. Consequently, significant waste of natural resources occurred in that, of the two components, the shaft component comprises the vast majority of the wood that is employed in making the stick.

As explained in U.S. Patent No. 5,303,916 issued on April 19, 1994, in the name of Aubrey Rodgers (previously cited, attached hereto as Evidence Appendix Exhibit B), in an attempt to improve upon the durability of traditional wooden hockey stick constructions, contemporary hockey

stick design -- with the advent of tubular non-wooden hockey stick shafts -- increasingly veered away from the traditional permanently attached blade towards a replaceable blade configuration so that a damaged blade could be readily removed from the shaft and replaced with a new blade, to wit:

Hockey Sticks have traditionally been a one-piece wooden structure. During a typical hockey game, a hockey stick can impact the ice hundreds of times at force levels that often result in fracture or breakage of the stick. Breakage of hockey stick occurs most frequently at the blade portion or at the lower part of the shaft that extends from the blade portion. It is thus fairly common for many hockey players to replace a broken stick at least once during each hockey game.

In an attempt to improve the durability of a hockey stick without sacrificing the characteristics of weight, feel, and flexibility that are desirable in a hockey stick, materials other than wood have been resorted to in constructing hockey sticks. Thus although a wooden hockey stick has set the standard for weight, feel and propulsion of a puck, a new generation of sticks have been formed of plastic and aluminum, as well as laminates of fibrous, plastic and resinous materials. Generally plastic and aluminum provide good strength characteristics for a hockey stick, but the weight, wear and feel of these materials do not command universal acceptance by hockey players.

Since most hockey players prefer a wooden hockey blade, much attention has been directed to the development of a durable, non-wooden hockey stick shaft that can be used with a wooden blade but is less likely to break than a wooden shaft. One result of such development effort is a hollow aluminum or fibrous hockey stick shaft capable of receiving a replaceable blade that can be formed of wood or plastic.

For example, U.S. Pat. No. 4,086,115 to Sweet et al. shows a hollow hockey stick shaft made from graphite fiber and resin. The hockey stick includes a wooden blade with a tongue that engages one end of the hollow shaft and is bonded therein with a polyester resin mixture. It has been found that hollow shafts formed of graphite fiber and resin as disclosed in this patent are more durable than wooden shafts but are still prone to fracture under the usual forces that a stick is subject to in a hockey game.

('916 Patent at Col. 1, lines 14-54).

As indicated in the '916 patent, initially the tubular shafts were formed of aluminum and fibrous plastics. (Goldsmith Declaration ¶ 24.) However, since most hockey players preferred a wooden hockey blade, the blades in these replaceable blade configurations continued to be made of wood. (Id.) In order to retain a uniform hitting surface of the blade while providing a means to connect the blade to the shaft, the blades were configured to include an upward extension from the heel -- often referred to as a "tennon," "shank," or "hosel" -- that was dimensioned at its upper region to be received within the lower end of the tubular shaft so as to generally form a four-plane lap joint.

(Id. at ¶¶ 25-26.) In this manner, the entire blade could be uniformly constructed even at the heel region. (Id.) This two-piece configuration with an upward hosel extension from the blade improved durability of the hockey stick in three aspects. First the shaft was protected from the high impact region at the heel of the blade. Second, the shaft, being made of fiber reinforced resin or aluminum, was more durable than the previously employed wooden shafts. Third, because the configuration facilitated reuse of the shaft with new blades, the waste previously incurred when the blade was fractured was significantly reduced. Notably however, these improvements did not overcome the lack of durability and uniformity of the wooden blade. (Id. at ¶ 27.) Notwithstanding the many advantages of synthetic replacement blades, there continued to be a significant number of players that preferred the traditional wooden hockey stick even though more durable synthetic replaceable blades became increasingly available. (Id. at ¶ 31.)

**3. Composite Blades and USPN. 5,507,195 to Tiitola et al.**

As described in U.S. Patent No 5,407,195 issued on April 18, 1995 to Antti-Jussi Tiitola et al. (attached hereto as Evidence Appendix Exhibit C), there was a perception by those of skill in the art that the continued preference for traditional wooden hockey sticks was due to the failure of synthetic blades to provide physical attributes (*e.g.*, stiffness, flex, weight, etc.) comparable to wooden blades while providing improved durability:

A blade for a hockey stick must be extremely strong in order for it to indure [sic] the tremendous forces developed between it and a puck. On the other hand, the blade must have a certain amount of flexibility so that the player has an acceptable level of "feel" while handling a puck or executing a shot. The optimum design of a blade furthermore includes a primary concave contact face which places a

further limit on its construction; the blade also usually has a corresponding convex contact face which is more or less parallel to the concave face, i.e. in order to keep the weight of the blade low.

Many types of hockey sticks are presently known.

Traditional blades for ice hockey sticks are made of one or more pieces (e.g. layers) of wood. A shortcoming of wooden blades is that they are generally not strong enough and thus do not hold up well under the usual conditions encountered when playing hockey. Moreover, labour and material costs for the manufacture of wooden blades are relatively high.

A wooden blade may also be reinforced with fiber (e.g. glass) fabric which is impregnated and bonded to the wooden surface with a synthetic resin. These types of reinforced wooden blades have given good results including good playing performance, this performance is mainly the result of the combination of low weight and high stiffness.

Blades made entirely out of synthetic materials are also known; these include composite blades comprising a fiber (e.g. glass) laminated core (see for example U.S. Pat. Nos. 4,059,269, 4,488,721, 4,591,155, 4,600,192, Finish Pat. No. 65018, etc.) However, difficulties are still encountered in providing a (synthetic) composite blade for a hockey stick that can withstand the substantial impacts to which it is subjected during use yet provide a "feel" comparable to that of traditional wooden sticks when handling the puck and executing a

shot. Plastic blades may, for example, have good strength characteristics but may have (high) weight, (low) wear and/or feel (i.e. low stiffness) characteristics which may be unacceptable to some players. It is possible, for example, to obtain a light weight blade having good stiffness by using a core of polyurethane foam, but, such a core may have a limited shear strength which may lead to internal fracture of the blade during use.

Accordingly, it would advantageous to have an alternative composite blade construction for a hockey stick or the like which may be strong, durable, light weight and of acceptable stiffness.

('195 patent at Col. 1, lines 19-68). In an attempt to overcome this perceived shortcoming, Tiitola et al. disclosed a hockey stick blade construct in which the blade comprised a first face member and a second opposed face member. The first and second face members being spaced apart and formed of fiber reinforced plastic materials. Sandwiched between the first and second face members is a core cavity member comprising one or more bridge members of fiber reinforced plastics material. The first face member, the second face member and the bridge members are integral, and one or more of the bridge members are integral, and one or more of the bridge members comprises a fiber reinforcing component oriented transversely with respect to the first and second face members.

Although such composite hockey stick structures had many objective benefits, as set forth in the background section of the subject application, *many players continued to prefer the feel of wooden hockey sticks*. (Goldsmith Declaration ¶ 33.) The inventors in the pending application realized that the preference for wooden hockey stick was perhaps less a derivative of the fact that the hockey sticks themselves were made of wood, but rather a derivative of the manner by which



traditional wood hockey sticks were constructed. (Id. at ¶ 34.) In other words, while the industry perceived the preference for wooden hockey sticks as one of materials, the inventors --*contrary to industry perceptions* -- perceived the preference as being not only the materials but also the manner by which the blade and shaft in traditional wood hockey stick constructions were mated or joined. (Id.)

The result of the inventors' insight is a hybrid hockey stick blade of unique configuration and construction that is adapted to being joined to a hockey stick shaft in a manner that provides the characteristics that allow a hockey player a comfortable "feel," while providing the player with the desired performance and durability. (Id. at ¶ 35.)

**B. The Combination of Christian et al. (USPNo. 6,039,661) and Tiitola et al. (USPNo. 5,047,195) Do Not Render Obvious The Claims At Issue**

**1. Independent Claim 30 And The Examiner's Rejection**

Independent Claim 30, the only independent claim presented on appeal and amended during prosecution, is as follows:

Claim 30 (Currently amended): A hybrid hockey stick blade adapted to being removably coupled to a hockey stick shaft comprising:

a composite paddle portion comprising:

- i. an elongate member extending from a tip section to a heel section and having a front face and a back face;
- ii. the heel section comprising front-side and back-side facing surfaces that are recessed relative to adjacent portions of the front and back faces;
- iii. the elongate member further comprising an inner foam core and one or more plies disposed within a hardened resin matrix material overlaying the inner

foam core, wherein the one or more plies comprise fibers aligned in one or more defined directions; and

a wooden hosel portion comprising:

- i. an adapter member constituted at least in part of wood and extending longitudinally from a first end section to a second end section;
  - ii. the first end section includes a slot wherein the recessed surfaces of the heel section are received and permanently coupled thereto; and
  - iii. the second end section being adapted for receipt within a tubular portion of a hockey stick shaft,
- wherein a portion of said fibers being interposed between one or more of the recessed heel section surfaces and an overlying inner surface defining the slot in the first end-section of the hosel portion.

Thus, as amended, independent claim 30 is directed to a hybrid hockey stick comprising a composite paddle portion having a recessed heel permanently coupled to a wooden hosel, which in turn is adapted for receipt by a tubular hockey stick shaft.

In rejecting Claim 30, the Office Action mailed May 9, 2006 misinterprets the disclosure and teachings of the cited prior art references. Specifically, the rejection of claim 30 (after the amendments of March 14, 2006) is conclusory, devoid of any discussion of the present claim limitations, and erroneously assumes those claim limitations exist in the prior art, which they do not. The rejection set forth in the Office Action of May 1, 2006, is as follows:

"Concerning the amendments to claim 30, when a fiber composite blade such as Tiitola's is joined at the hosel in the manner disclosed by Christian, the fibers of the blade necessarily have to be between the recessed heel section and the slot."

\* \* \*

"In response to applicant's arguments and the submitted declaration, it is the examiner's opinion that Christian discloses the claimed device with the exception of the type of blade used. However, numerous blade constructs are known in the art including that of Tiitola which meets the limitations of the blade claimed by applicant. Moreover, Tiitola provides a specific teaching that blades such as his are intended to improve upon blades such as Christian's. (See again Col. 1 of Tiitola). Thus, the ordinarily skilled artisan has been presented with the blade fastening being claimed (Christian), the type of blade being claimed (Tiitola) and a specific teaching in the references themselves to improve the blade of the Christian type with one of the Tiitola construction. As such the ordinarily skilled artisan would have had a strong motivation to combine the references which results in arrival of the applicant's claimed invention. Under 35 U.S.C. 103 therefore the Examiner cannot find the claimed blade to be patentable."

As indicated, the above rejection wholly fails to address several pertinent claim limitations, *e.g.*, (i) a composite blade with a recessed heel, (ii) fibers interposed between the recessed heel and the wooden hosel, and (iii) a wooden hosel permanently coupled to a composite paddle portion and adapted for receipt within a tubular hockey stick shaft. These are not taught or suggested by the cited references. The rejection does not explicitly address these key differences between claim 30 as written and the prior art. Moreover, neither cited reference teaches or even suggests combining any aspect of the wood blade construct of Christian et al. (attached hereto as Evidence Appendix Exhibit D) with any aspect of the synthetic blade construct disclosed in Tiitola et al., let alone to combine those features in the manner claimed. Plainly, none of the identified claim limitations appear in the prior art.

On these points, the Supreme Court in *KSR Int'l Co. v. Teleflex* recently stated:

Often, it will be necessary for a court to look to interrelated teachings of multiple patents; the effects of demands known to the design community or present in the marketplace; and the background knowledge possessed by a person having ordinary skill in the art, all in order to determine whether there was an *apparent reason* to combine the *known elements* in the fashion claimed by the patent at issue. *To facilitate review, this*

*analysis should be made explicit.* See *In re Kahn*, 441 F.3d 977, 988 (CA Fed. 2006) ("Rejections on obviousness grounds cannot be sustained by mere conclusory statements; instead, there must be some articulated reasoning with some rational underpinning to support the legal conclusion of obviousness.")

\* \* \*

*Although common sense directs one to look with care at a patent application that claims as innovation the combination of two known devices according to their established functions, it can be important to identify a reason that would have prompted a person of ordinary skill in the relevant field to combine the elements in the way the claimed new invention does.* This is so because inventions in most, if not all, instances rely upon building blocks long since uncovered, and claimed discoveries almost of necessity will be combinations of what, in some sense, is already known. (Emphasis added.)

*KSR Int'l Co. v. Teleflex*, 127 S. Ct. 1727, \*1740-41, 167 L. Ed. 2d 705, \*\*722 (April 30, 2007).

Further, not only do the claimed limitations not exist in the prior art relied upon in the rejection, the rejection's discussion of the "known elements" refers only to "the blade" of each reference, and not—as required by *KSR*—to any elements of those blades. In other words, the rejection simply fails to identify the "known elements" of the prior art, no doubt because the blades of Tiitola et al. and Christian et al. do not contain the claimed features.

The rejection is further in violation of the policy of the Patent Office, as explained in the Memorandum from Margaret A. Focarino, Deputy Commissioner for Patent Operations, dated May 3, 2007 (attached hereto as Evidence Appendix Exhibit E), which states that the Patent Office policy *remains* one of identifying the "reason" why the "prior art elements" would have been combined.

**"Therefore in formulating a rejection under 35 U.S.C. § 103(a) based upon a combination of prior art elements, *it remains* necessary to identify the reason why a person of ordinary skill in the art would have combined the prior art elements in the manner claimed," citing *KSR*. (Bold emphasis in original of Memorandum; italics emphasis added)**

Plainly, the rejection does not provide an identification of the element or elements in the prior art or an "explicit analysis" of the cited art because the relevant claim limitations simply do not exist in the

prior art, *e.g.*, a composite blade with a recessed heel, fibers interposed between a recessed heel surface and a wood hosel, and a wooden hosel permanently coupled to a composite paddle portion and for receipt with a tubular hockey stick shaft.

**2. Neither Christian nor Tiitola teaches, suggests or provides motivation to combine any aspect of the wood replacement blade in Christian with any aspect of the synthetic blade construct in Tiitola, let alone to combine features in the manner claimed**

While Tiitola et al. discloses a *composite blade* construction, it fails to disclose, suggest or otherwise teach a recessed heel section that is permanently mated within a slot of a wooden hosel. Quite the contrary, the blade constructs disclosed in Tiitola et al. have absolutely *no recess at the heel*, let alone one that is configured to be received in a mating portion of a hosel that is adapted for receipt within a tubular portion of a hockey stick shaft. Thus, the rejection imports into the Tiitola et al. reference a feature which does not exist, and for which there is no teaching or suggestion – a recessed heel portion.

Christian et al., on the other hand, discloses an *all wood hockey replacement blade* having an exterior overlay of fiberglass including a pair of "reinforcement strips," (Col. 3, lines 1-50), but fails to disclose, suggest, or otherwise teach that any wooden portion of the blade be formed of foam. The replacement blade of Christian et al. is simply a wood blade *wrapped* with fiberglass and dipped in varnish. The primary strength of the blade disclosed in Christian et al. is derived from the wood construction, which may or may not be further protected by a fiberglass overlay. See Christian et al. at Col. 6, lines 57-67. In contrast to wood, a foam core such as that identified in the rejection and attributable to Tiitola et al. has very little strength. Rather, a foam core is employed in synthetic blade construction during the curing process -- one neither taught nor even suggested by Christian et al. -- to provide the necessary internal pressure to mold the fiber plies within the resin. Indeed, one

of ordinary skill in the art would not replace the wood components of the replacement blade of Christian et al. with foam (even with a protective fiberglass woven sleeve), because to do so would undermine the integrity of the blade structure disclosed in Christian et al.

Hence, there is simply no teaching in either Christian et al. or Tiitola et al. of the *hybrid hockey stick* with a composite blade, wooden hosel and tubular shaft, *as claimed*. Neither reference teaches or even suggests combining any aspect of the wood blade construct disclosed in Christian et al. with any aspect of the synthetic blade construct disclosed in Tiitola et al., let alone to combine features of those references in the manner claimed. Indeed, as set forth in Goldsmith Declaration, discussed *infra*, there is absolutely no motivation to employ a tongue and groove joint construction at a heel region of a synthetic replacement hockey stick blade because such a joint would be contrary to durability that was sought from such blades. Moreover, such a blade construct would introduce a lack of uniformity in the primary hitting surfaces, *i.e.*, composite and wood.

Additionally, the amendments to claim 30 further require that the fibers be *interposed between* a surface of the recessed heel section of the elongate member and an overlying inner surface defining the slot in the first end-section of the hosel portion. Neither reference discloses or even suggests this limitation. Notably, Tiitola et al. neither discloses a slot nor a recessed heel region as claimed, and Christian et al. does not disclose fibers except in the context of an optional fiberglass protective wrap *over the exterior* surface of the entire wood blade. See Christian et al. at Col. 6, lines 57-67. With regard to dependent claims 31-35, none of the additional fiber limitations is identified in the referenced prior art.

In addition, it is noted that the additional limitations set forth in dependent claims 43 and 45 are not disclosed in either Tiitola et al. or Christian et al. Neither reference teaches or suggests an internal bridge structure comprising *non-continuous fibers*, nor internal bridge structures extending

between the *recessed front-side and back side facing surfaces of the heel section*. All of the bridge structures in Tiitola et al. are made of layers of *continuous* fibers capable of being oriented at the desired *transverse* angle. Furthermore, since Tiitola et al. does not disclose or even suggest the employment of any recessed portion at the heel whatsoever, it cannot suggest that bridge structures be employed in that region as defined in claim 45. Accordingly, claims 43 and 45 are not obvious over the cited references for these additional reasons.

With regard to dependent claims 109 and 110, Christian et al. does not disclose the use of a composite blade with a wooden laminate hosel.

Finally, it is respectfully submitted that any conclusion that the pending claims are obvious over the two cited references amounts to nothing more than *impermissible hindsight* that fails to comprehend the context of the present *hybrid* hockey stick invention. Accordingly, it is respectfully submitted that pending claims 30-37, 40, 42-49, and 108-110 patentably distinguish over the prior art.

**C. Applicant's Evidence Regarding Commercial Success (the Goldsmith Declaration) Establishes That The Combination is Non-Obvious**

In support of the patentability of the claims, the previously submitted "Declaration of Edward M. Goldsmith Pursuant to 37 C.F.R. § 1.132" further evidences the non-obviousness of the claimed invention. Specifically, the Goldsmith Declaration serves the dual purpose of placing the claimed invention in the proper context vis-a-vis the prior art while also setting forth the commercial success of applicant's products embodying the invention. The Goldsmith Declaration with exhibits is incorporated herein by reference and attached to the Evidence Appendix and filed herewith.

In response to the Goldsmith Declaration, the Office Action of May 9, 2006 states, in conclusory fashion and without any further discussions, that there exists

"no nexus between the commercial success alleged and the particularly claimed features of the hockey stick blade has been shown."

A close examination of the Goldsmith Declaration plainly shows otherwise.

34. I came to the realization that the preference for wooden hockey sticks was perhaps not only a derivative of the fact that the industry had failed to sufficiently "imitate" the "feel" of wood using synthetic materials construction materials, but that the preference may also be derivative of the manner by which the shaft and the blade of traditional wood hockey sticks were joined. *In other words, while the industry perceived the preference for traditional wooden hockey sticks as primarily one of materials, I – contrary to industry perceptions – perceived the preference not only in terms of materials but also in terms of the manner by which the shaft and blade of traditional wood hockey sticks were mated or joined in such traditional hockey sticks.*

35. *The result of this realization is embodied in the hybrid hockey stick blade constructions and configurations disclosed in the subject patent application, which was first filed on September 15, 2000.*

36. Prior to 2001 there were generally three categories of replacement hockey stick blades -- wood, plastic, and composite. See **Exhibit H** discussed below. The three categories, as previously noted, are descriptive of the primary construction materials of the hosel and paddle. Hence for example the hosel and paddle of a "wood" replacement blade are each substantially constructed of wood or wood laminate and are often overlaid with fiberglass to improve durability. The hosel and paddle portions of a "plastic" blade are typically formed as a unitary injection molded structure made of PVC or like material. The hosel and paddle portions of a "composite" blade are typically formed of fibers (e.g., carbon, aramid, graphite, etc.) disposed within a hardened resin matrix material or resin overlaying a core structure such as foam or ABS plastic.

37. In about March 2001, Easton first sold its "Hybrid Replacement Blade" product. Easton continues to sell its Hybrid Replacement Blade products to this day.

38. **Exhibits D-G** are color copies of selected pages from Easton's 2001 through 2004 hockey catalogs depicting the various replacement hockey stick blades that were sold by Easton during those years. For each catalog the selected pages include (1) the front and back cover pages, (2) the pages of the catalog that illustrate Easton's replacement blades being sold that year, and (3) a page that includes a table of each replacement blade model and series thereof

39. As described in the catalog pages (**Exhibits D-G**), Easton's Hybrid Replacement Blades are adapted to being removably coupled to a hockey stick shaft. *Each Hybrid Replacement Blade comprises a composite paddle portion and a hosel portion constructed of wood. The composite paddle is generally comprised of a foam core overlaid with multiple plies of fibers disposed within a hardened resin matrix. The heel region of the composite paddle is recessed. One end of the hosel portion includes a slot the other is adapted to being received within a tubular portion of a hockey stick shaft.* The recessed region of the composite paddle is received within the slot and permanently connected thereto.



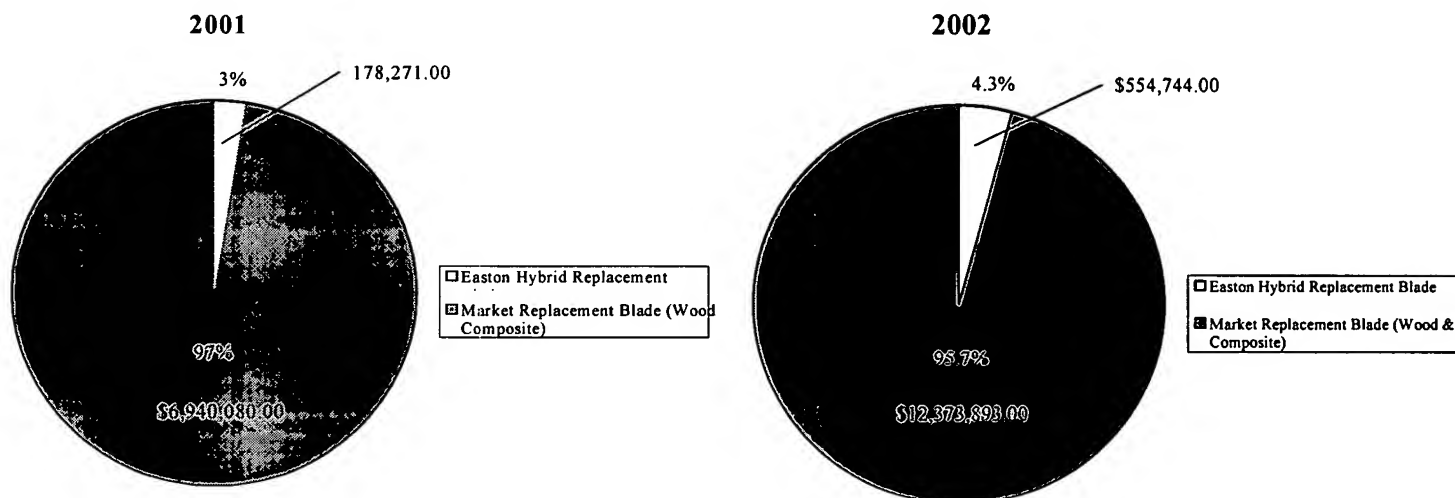
48. A consolidated summary of the three sub-categories of wood versus composite replacement blade sales set forth on page 6 of the Market Report is presented by year in Table 2 below.

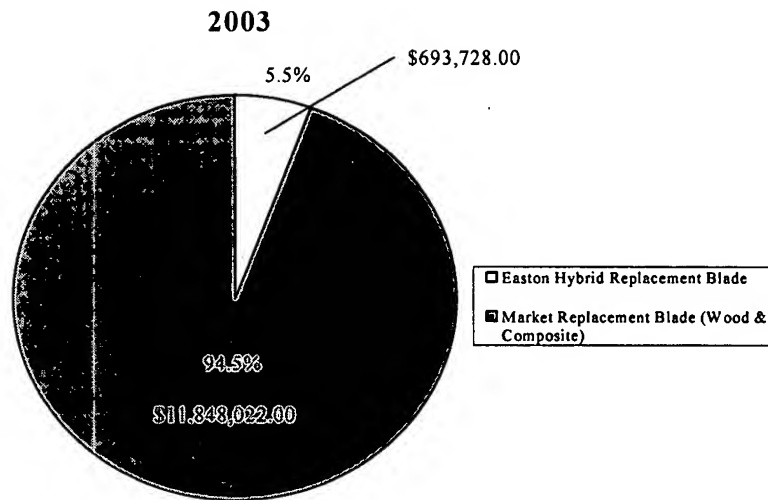
**Table 2: Market Summary of Sales of Wood and Composite Replacement Blades**

<u>Year</u>	<u>Total Sales of Wood Replacement Blades</u>	<u>Total Sales of Composite Replacement Blade</u>	<u>Total Sales of Composite and Wood Replacement Blades</u>
1999	\$11,372,425	\$1,811,311	\$13,183,735
2000	\$10,752,132	\$2,710,093	\$13,462,225
2001	\$5,761,073	\$1,179,007	\$6,940,080
2002	\$8,138,306	\$4,235,587	\$12,373,893
2003	\$5,060,398	\$6,787,624	11,848,022

49. *Notably, the industry-wide composite replacement blade sales figures during the time-span in which Easton's Hybrid Replacement Blade products were on the market were generally trending upwards while at the same time-span the industry-wide wood replacement blade sales figures were generally trending downwards.*

50. The graphical comparison set forth below of Easton's Hybrid Replacement Blade sales vis-a-vis the entire replacement hockey stick blade sales market set forth in the Market Report over the same time-frame is representative measure of the tremendous commercial success of Easton's Hybrid Replacement Blades.





**52. Hence, whether Easton's Hybrid Replacement blades are compared with replacement hockey stick market as a whole or vis-à-vis the wood replacement blade market only, which has lost market share over the three years in which Easton's Hybrid Replacement Blades have been on the market, it is clear that Easton's Hybrid Replacement Blades are gaining significant market share in what can only be characterized as highly competitive market.**

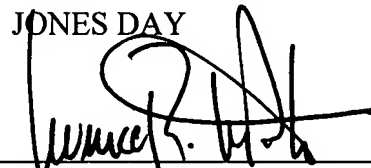
Accordingly, the direct evidence of applicant's increasing sales of its hybrid hockey stick, *i.e.*, commercial success, in an otherwise level or declining market for directly competing replacement blades, establishes the necessary nexus that the commercial success was predominantly due to the claimed invention. With regard to the objective indicia criterion of "long felt need," both the previously discussed prior art patents ('916 patent to Rodgers and '195 patent to Tiitola et al.) reference the need to retain the industry preference for maintaining the "feel" of traditional wooden sticks while utilizing replacement blades and composite materials.

As the Federal Court has indicated, "evidence of [objective indicia] may often be the most probative and cogent evidence in the record . . . objective indicia may often establish that an invention appearing to have been obvious in light of the prior art was not." *Stratoflex, Inc. v. Aeroquip Corp.*, 713 F.2d 1530, 1538-39 (Fed. Cir. 1983); *see Demaco Corp. v. F. Von Langsdorff*

*Licensing Ltd.*, 851 F.2d 1387, 1391 (Fed. Cir. 1988); *Alco Standard Corp. v. Tennessee Valley Auth.*, 808 F.2d 1490, 1500-01 (Fed. Cir. 1986) (affirming trial court finding of nonobviousness based predominantly on evidence of commercial success); *Lindemann Maschinenfabrik GMBH Am. Hoist & Derrick Co.*, 730 F.2d 1452, 1461 (Fed. Cir. 1984) (reversing trial court for failure to consider commercial success even though all other factors indicated invention was obvious). Moreover, when the claimed invention is "simply a variation on known themes " -- as the rejection dated May 1, 2006 claims -- "use of objective indicia is most relevant and persuasive." *Cont'l Can Co. v. Monsanto Co.*, 948 F.2d 1264, 1273 (Fed. Cir. 1991) ("when differences that may appear technologically minor nonetheless have a practical impact, particularly in a crowded field, the decision-maker must consider . . . objective indicia . . . in understanding the state of the art at the time the invention was made"). Notably, in the context of an *ex parte* prosecution, the Federal Circuit has instructed the Patent Office "that it must [also] consider objective evidence of nonobviousness – *e.g.* commercial success." *In re Huang*, 100 F.3d 135, 139 (Fed. Cir. 1996) (citing to *In re Sernaker*, 702 F.2d 989 (Fed. Cir. 1983)). Thus, the direct evidence of commercial success that is wholly or predominantly attributable to the claimed invention indicates that the invention is not obvious of the prior art.

Respectfully submitted,

JONES DAY



By: \_\_\_\_\_

Lawrence R. LaPorte  
Reg. No. 38,948

Dated: June 13, 2007

555 South Flower Street, 50<sup>th</sup> Floor  
Los Angeles, California 90071  
213-489-3939

## VIII. CLAIMS APPENDIX

Claim 30. A hybrid hockey stick blade adapted to being removably coupled to a hockey stick shaft comprising:

a composite paddle portion comprising:

- i. an elongate member extending from a tip section to a heel section and having a front face and a back face;
  - ii. the heel section comprising front-side and back-side facing surfaces that are recessed relative to adjacent portions of the front and back faces;
  - iii. the elongate member further comprising an inner foam core and one or more plies disposed within a hardened resin matrix material overlaying the inner foam core, wherein the one or more plies comprise fibers aligned in one or more defined directions; and
- a wooden hosel portion comprising:

- i. an adapter member constituted at least in part of wood and extending longitudinally from a first end section to a second end section;
- ii. the first end section includes a slot wherein the recessed surfaces of the heel section are received and permanently coupled thereto; and
- iii. the second end section being adapted for receipt within a tubular portion of a hockey stick shaft,

wherein a portion of said fibers being interposed between one or more of the recessed heel section surfaces and an overlying inner surface defining the slot in the first end-section of the hosel portion.

Claim 31. The blade of claim 30, wherein at least part of one of the fibers is selected from the group consisting of carbon fiber, aramid, glass, polyethylene, ceramic, boron, quartz, and polyester.

Claim 32. The blade of claim 30, wherein at least part of one of the fibers is selected from the group consisting of carbon fiber, aramid, glass, polyethylene, and ceramic.

Claim 33. The blade of claim 30, wherein at least part of one of the fibers is selected from the group consisting of carbon fiber, aramid, and glass.

Claim 34. The blade of claim 30, wherein at least part of one of the fibers is selected from the group consisting of carbon fiber and aramid.

Claim 35. The blade of claim 30, wherein at least part of one of the fibers comprises carbon fiber.

Claim 36. The blade of claim 30, wherein the recessed front-side and back-side facing surfaces of the heel section are configured to be partially received within the slot of the first end section.

Claim 37. The blade of claim 30, wherein the recessed front-side and back-side facing surfaces of the heel section are configured to be entirely received within the slot of the first end section.

Claim 40. The blade of claim 30 further comprising one or more internal bridge structures disposed within the foam core and extending between the front and back faces.

Claim 42. The blade of claim 40, wherein at least one of the one or more internal bridge structures comprises one or more plies of substantially continuous fibers disposed within a matrix material.

Claim 43. The blade of claim 40, wherein at least one of the one or more internal bridge structure comprises non-continuous fibers disposed within a matrix material.

Claim 44. The blade of claim 30 further comprising one or more internal bridge structures disposed within the foam core and extending between the recessed front-side and back-side facing surfaces of the heel section.

Claim 45. The blade of claim 30 further comprising one or more internal bridge structures disposed within the foam core and extending between the front and back faces of the blade and between the recessed front-side and back-side facing surfaces of the heel section.

Claim 46. The blade of claim 30, wherein the foam core further comprises a top edge and a bottom edge extending between the front face and back face of the blade, wherein at least part of the outer perimeter of the bottom edge or the top edge of the foam is overlaid with a durable edging material.

Claim 47. The blade of claim 46, wherein at least part of the outer perimeter of both the top edge and bottom edge of the foam is overlaid with the durable edging material.

Claim 48. The blade of claim 46, wherein the durable edging material is selected from the group of materials consisting of thermoplastic resins, thermosetting resins, one or more groups of

substantially aligned fibers disposed within either thermoplastic or thermosetting resins, and non-continuous fibers disposed within either thermoplastic or thermosetting resins.

Claim 49. The blade of claim 30, wherein the foam core comprises at least one material selected from the group consisting of polyurethane, PVC, and epoxy.

Claim 108. The blade of claim 30, wherein the foam core is comprised of one or more discrete elements.

Claim 109. The blade of claim 30, wherein the wooden hosel is comprised of wood laminate.

Claim 110. The blade of claim 30, wherein the wooden hosel is comprised of wood laminate overlaid with fiberglass.

**IX. EVIDENCE APPENDIX**

1. Exhibit A is the "Declaration of Edward M. Goldsmith Pursuant To 37 C.F.R. §1.132" filed May 11, 2005.
2. Exhibit B is US Patent No. 5,303,916 issued on April 19, 1994 to Aubrey Rodgers.
3. Exhibit C is US Patent No. 5,407,195 issued on April 18, 1995 to Tiitola et al.
4. Exhibit D is US Patent No. 6,039,661 issued on August 6, 1997 to Christian et al.
5. Exhibit E is a Memorandum from Margaret A. Focarino, Deputy Commissioner for Patent Operations, dated May 3, 2007.





Decl. of Edward M. Goldsmith  
Attorney Docket: 949797-100029 US  
Express Mail No. EL 975109173 US

THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Continuation Application of:

Inventor: Goldsmith, Edward M., et al.  
Serial No.: 10/759,525  
Filed: January 16, 2004  
For: Hockey Stick

Docket No.: 949797-100029 US  
Customer No.: 34026

Group Art Unit: 3711

Examiner: Mark S. Graham

**DECLARATION OF EDWARD M. GOLDSMITH  
PURSUANT TO 37 C.F.R. §1.132**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

I, **EDWARD M. GOLDSMITH**, declare as follows:

1. I am a citizen of the United States of America, having been born on September 20, 1966 in the State of Georgia. I presently reside in Studio City, California.

2. I am one of two named inventors of U.S. patent application no. 10/759,525 filed on January 16, 2004 (the subject patent application), which is a continuation of U.S. patent application no. 09/663,598 filed on September 15, 2000, each application of which is assigned to Jas. D. Easton, Inc.

**CERTIFICATE OF MAILING  
(37 C.F.R. §1.10)**

I hereby certify that this paper (along with any referred to as being attached or enclosed) is being deposited with the United States Postal Service on the date shown below with sufficient postage as 'Express Mail Post Office To Addressee' in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

EL 975109173 US

May 11, 2005  
Date of Deposit

LA1-2158844v3

Yolanda G. Ybuan

Name of Person Mailing Paper

*Yolanda G. Ybuan*

Signature of Person Mailing Paper

3. I have a B.A. degree in Economics from Emory University, which I received in May 1988, during which time I played hockey for Emory University.

4. After graduating from Emory University, I coached two semi-pro hockey teams in Europe from 1988 to 1992, while I continued to play hockey.

5. From 1992 to 1996, I was employed by two leading goalie hockey equipment manufacturers. My primary responsibilities during my employment included research and development of new and improved goalie equipment including goalie hockey sticks.

6. Since 1998, I have been and continue to be Vice President of the Hockey Division at Easton Sports, a wholly owned subsidiary of Jas. D. Easton, Inc., a California corporation (collectively referred to herein as "Easton").

7. My responsibilities as Vice President of Hockey include market analysis, research and development of new and improved hockey equipment including hockey sticks and blades, and marketing existing and new hockey equipment products.

8. Prior to becoming Vice President, from about December 1996 to about April 1998, I was employed as an engineer by Easton in the Hockey Division.

9. My primary responsibilities as an engineer at Easton included researching and developing new hockey equipment products including hockey sticks and hockey stick blades.

10. I have played hockey since I was a child in Georgia, during high school in Georgia and college at Emory University. Subsequently, I played hockey while coaching in Europe in Nantes, France and London, England, and I continue to play hockey to this day in El Segundo, California.

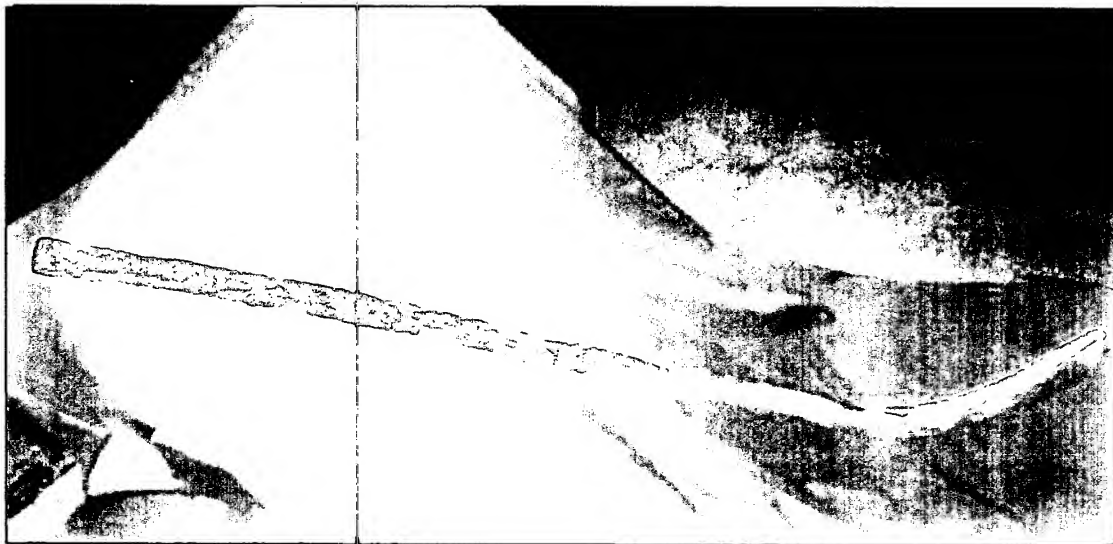
11. Easton is in the business of making and selling a variety of hockey equipment including hockey sticks and replacement hockey stick blades and has been in this business for over 25 years.

12. My experiences as hockey player, coach, engineer and Vice President of Easton's Hockey Division has made me intimately familiar with the hockey stick and replacement blade industry.

13. A hockey stick is generally comprised of a blade portion and an elongated shaft portion, which allows the user to manipulate or communicate with the blade during play or use.

14. Early hockey sticks were manufactured by carving a single piece of wood into the desired hockey stick shape. In these early hockey stick constructions, the blade and shaft were seamless unitary extensions of one another. The hockey stick illustrated below is representative of such a construction.

**Early Hockey Stick Carved from a Single Piece of Wood**



15. Although such unitary hockey stick constructions were thought to promote durability while providing a uniform construction, as described in U.S. Patent No. 1,601,116

issued to Zachariah Adam Hall in 1926 (Attached as **Exhibit A** hereto, hereinafter referred to as "Hall"), the manufacture of such hockey sticks was recognized as producing considerable amounts of waste making them increasingly more expensive to manufacture.

The object of my invention is to devise a strong, durable and uniformly finished hockey stick that can be inexpensively manufactured and for the construction of which wood can be used that heretofore has been considered factory scrap.

\* \* \*

In the production of a hockey stick from a single piece of wood there is necessarily a considerable amount of waste in the shaping of the handle and blade, and the loss or waste of material in the manufacture is approximately equal to the amount in the manufactured product.

(Hall at p. 1:1-6,15-21).

16. In an attempt to reduce manufacturing costs resultant from the waste described in Hall, the hockey stick industry trended away from such early hockey stick constructions toward the two component constructions disclosed in Hall.

17. Specifically, Hall discloses an all-wood hockey stick in which the shaft and blade are formed as separate wood components and then permanently mated together at a tongue and groove joint with glue and nails.

The hockey stick comprises two separate parts viz: --a handle shaft 1 and blade 2, with the grain of the wood running lengthwise of each part. By separately making the blade and handle it is possible to use wood of any kind, weight, or texture in the blade and to use a different wood in the handle of the same stick, so that the desired strength and balance may be acquired.

In each of the figures the handle shaft 1 is shown to be formed with a groove or recess 2 extending upwardly into the said shaft from the lower end thereof, and the heel of the blade 3 is formed with a tongue 4 which, when the parts are assembled, is entered in the groove and, for the purpose of making a substantial

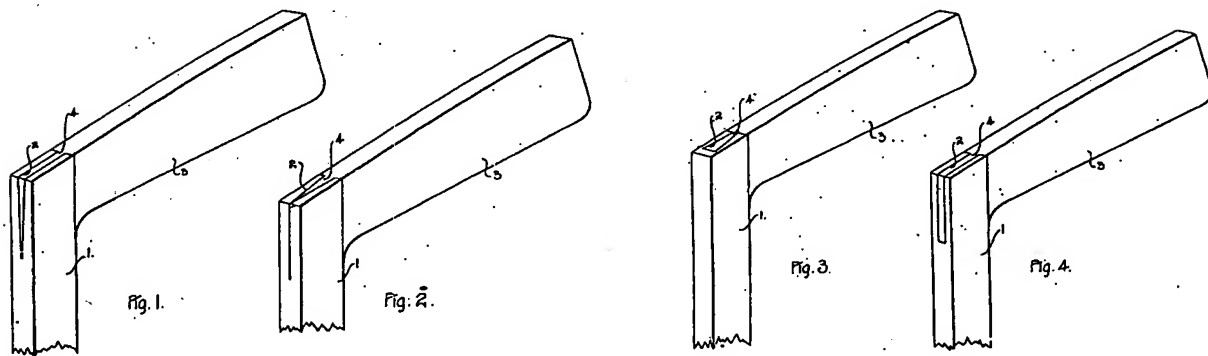
joint between the handle shaft and the blade, is of corresponding shape and dimension to the groove.

\* \* \*

In the preferred construction the handle shaft extends to the sole of the blade and the sides of the groove or mortice tightly embrace the sides of the tongue or tenon and form with it the heel of the stick. The parts are glued together and nailed to form a substantial joint between the blade and the handle shaft.

(Hall at p. 1:77-95 and p.2:20-27).

Figures 1-4 of Hall



(Hall Figs 1-4 (reproduced)).

18. A notable disadvantage of this type of construction, however, is the incorporation of a substantial mechanical joint at the heel of the blade -- the very region of the hockey stick that incurs some of the greatest impact forces during use.

19. This disadvantage was recognized by Hall in his attempt to compensate for the structural weakness associated with placing such a substantial joint in this high impact region.

By this construction the hockey stick will have the same or greater tensile strength than if made of a single piece of wood and the end grain of the wood at the lower extremity of the handle shaft will be presented to the surface of the ice and will protect the heel of the blade from excessive wear and thereby increase the life of the hockey stick.

(Hall at p. 2:27-35).

20. Notwithstanding the disadvantages associated with placing such a substantial joint in a high impact region, the all-wood hockey stick construction disclosed in Hall had the advantage of significantly reducing manufacturing costs while retaining uniformity of the hockey stick in two significant aspects.

(a) First, because the entire front and back faces of the blade including the heel region were entirely formed of wood, no significant disjoint existed between adjacent regions of the blade. In other words, the entire front and back faces of the blade, even at the heel, were each made of wood and as such provided uniformity along the main impact zones of the blade.

(b) Second, because the regions of the blade and shaft that formed the tongue and groove joint were formed of like materials (i.e. wood) having substantially similar physical properties, the joint was less likely to weaken over time and with use.

21. The tongue and groove joint of the all-wood hockey stick construction disclosed in Hall achieved widespread acceptance among hockey players and the hockey stick industry for some time and continues to be employed to this day in the manufacture of "traditional" wood hockey sticks. However, as described in the Background Section of the subject application, such traditional wood sticks, although providing a "feel" that many hockey players prefer or perhaps over the years have become accustomed to, nevertheless continued to have many shortcomings.

22. First and foremost, wood hockey sticks lacked durability often due to fractures in the blade, which frequently occurred at the joint between the blade and the shaft. Thus, frequent replacement was required. This is not surprising given the substantial and sudden impacts received by the blade during the normal course of play (e.g., swinging the blade at high speed at hard vulcanized rubber pucks, slapping the blade on the ice, smashing the blade into or between

the rink boards, goal bars, skates, etc.). Furthermore, due to the variables inherent in wood construction and manufacturing techniques, wood sticks were often difficult to manufacture to consistent tolerances (e.g., the curve and flex of the blade often varied even with the same model and brand of stick). Thus, when the stick was no longer in usable condition, the player was left without a seamless and comfortable replacement. Moreover, because the blade and the shaft were permanently attached to one another, the durability of wood hockey sticks was dependent on the individual durability of each component.

23. As explained in U.S. Patent No. 5,303,916 issued on April 19, 1994 in the name of Aubrey Rodgers (previously cited in the parent application, and attached as **Exhibit B** hereto), in an attempt to improve upon the durability of traditional wooden hockey stick constructions, contemporary hockey stick design -- with the contemporaneous advent of tubular non-wooden hockey stick shafts beginning in the mid-to-late 1970's to early 1980's -- increasingly veered away from the traditional permanently attached blade towards a replaceable blade configuration so that a damaged blade could be readily removed from the shaft and replaced with a new blade:

Hockey Sticks have traditionally been a one-piece wooden structure. During a typical hockey game, a hockey stick can impact the ice hundreds of times at force levels that often result in fracture or breakage of the stick. Breakage of hockey stick occurs most frequently at the blade portion or at the lower part of the shaft that extends from the blade portion. It is thus fairly common for many hockey players to replace a broken stick at least once during each hockey game.

In an attempt to improve the durability of a hockey stick without sacrificing the characteristics of weight, feel, and flexibility that are desirable in a hockey stick, materials other than wood have been resorted to in constructing hockey sticks. Thus although a wooden hockey stick has set the standard for weight, feel and propulsion of a puck, a new generation of sticks have been formed of plastic and aluminum, as well as laminates of fibrous, plastic and resinous materials. Generally plastic and aluminum provide good strength characteristics for a hockey stick, but the

weight, wear and feel of these materials do not command universal acceptance by hockey players.

Since most hockey players prefer a wooden hockey blade, much attention has been directed to the development of a durable, non-wooden hockey stick shaft that can be used with a wooden blade but is less likely to break than a wooden shaft. One result of such development effort is a hollow aluminum or fibrous hockey stick shaft capable of receiving a replaceable blade that can be formed of wood or plastic.

For example, U.S. Pat. No. 4,086,115 to Sweet et al. [issued April 25, 1978] shows a hollow hockey stick shaft made from graphite fiber and resin. The hockey stick includes a wooden blade with a tongue that engages one end of the hollow shaft and is bonded therein with a polyester resin mixture. It has been found that hollow shafts formed of graphite fiber and resin as disclosed in this patent are more durable than wooden shafts but are still prone to fracture under the usual forces that a stick is subject to in a hockey game.

('916 Patent at Col. 1:14-54).

24. As noted in the '916 patent, initially the tubular shafts were formed of aluminum or fibrous plastics. However, since most hockey players preferred a wooden hockey blade, the blades in these replaceable blade configurations continued to be made of wood.

25. Replacement hockey stick blades are typically comprised of a paddle portion and a hosel portion. The hosel portion extends upward from the paddle portion and includes an upper region that is adapted to being removably connected within the hollow of the lower portion of a tubular hockey stick shaft.

26. In order to retain a uniform hitting surface of the blade while providing a means to connect the blade to the shaft, the hosel on such wood replacement blades was also formed of wood. In this manner, the entire blade maintained a substantially uniform wood construction (even at the heel region) that players had become accustomed to by way of their use of traditional hockey sticks.



27. Also as noted in the '916 patent, while the replaceable blade configuration improved durability of the hockey stick by allowing independent replacement of the blade, the configuration did not overcome the continued lack of durability inherent in such wood blades.

28. In about the late 1980's to early 1990's, in an attempt to improve blade durability, replacement blades -- including those sold by Easton -- began being made of synthetic materials, such as plastic and composites.

29. Because there was no need for such synthetic blades to have a joint at the heel, such synthetic blades were typically formed as unitary synthetic structures that extended from the tip of the blade to the upper portions of the hosel. Hence, the advent of the synthetic replaceable blade effectively made obsolete the need for the traditional tongue and groove joint employed in traditional wood hockey sticks, such as that disclosed in Hall, and subsequently employed in wood replacement blades. It was simply counterintuitive to employ such a joint in a synthetic blade that could readily be formed as a unitary structure since the primary goal of making synthetic blades in the first place was to improve durability.

30. In addition to the added durability gained from removal of the mechanical tongue and groove joint, synthetic blades had many advantageous over wood blade constructions described above and in the Background Section of the subject patent application.

31. Notwithstanding the many advantageous of synthetic replaceable blades, there continued to be a significant number of players that preferred traditional wooden hockey sticks and replaceable blades even though more durable synthetic replaceable blades became increasingly available.

32. As described in U.S. Patent No 5,407,195 issued on April 18, 1995 to Antti-Jussi Tiitola et al. (attached as **Exhibit C** hereto), there was a perception by those of skill in the art

that the continued preference for traditional wooden hockey sticks was due to the failure of synthetic blades to provide physical attributes (e.g., stiffness, flex, weight, etc.) that sufficiently imitated the "feel" of wood blades while retaining the improved durability desired from such blades.

A blade for a hockey stick must be extremely strong in order for it to endure [sic] the tremendous forces developed between it and a puck. On the other hand, the blade must have a certain amount of flexibility so that the player has an acceptable level of "feel" while handling a puck or executing a shot. The optimum design of a blade furthermore includes a primary concave contact face which places a further limit on its construction; the blade also usually has a corresponding convex contact face which is more or less parallel to the concave face, i.e. in order to keep the weight of the blade low.

Many types of hockey sticks are presently known. Traditional blades for ice hockey sticks are made of one or more pieces (e.g. layers) of wood. A shortcoming of wooden blades is that they are generally not strong enough and thus do not hold up well under the usual conditions encountered when playing hockey. Moreover, labour and material costs for the manufacture of wooden blades are relatively high.

A wooden blade may also be reinforced with fiber (e.g. glass) fabric which is impregnated and bonded to the wooden surface with a synthetic resin. These types of reinforced wooden blades have given good results including good playing performance; This performance is mainly the result of the combination of low weight and high stiffness.

Blades made entirely out of synthetic materials are also known; these include composite blades comprising a fiber (e.g. glass) laminated core (see for example U.S. Pat. Nos. 4,059,269, 4,488,721, 4,591,155, 4,600,192, Finish Pat. No. 65018, etc.) However, difficulties are still encountered in providing a (synthetic) composite blade for a hockey stick that can withstand the substantial impacts to which it is subjected during use yet provide a "feel" comparable to that of traditional wooden sticks when handling the puck and executing a shot. Plastic blades may, for example, have good strength characteristics but may have (high) weight, (low) wear and/or feel (i.e. low stiffness) characteristics which may be unacceptable to some players. It is possible, for example, to obtain a light weight blade having good

stiffness by using a core of polyurethane foam, but, such a core may have a limited shear strength which may lead to internal fracture of the blade during use.

Accordingly, it would advantageous to have an alternative composite blade construction for a hockey stick or the like which may be strong, durable, light weight and of acceptable stiffness.

('195 patent at Col. 1:19-68).

33. Although, as noted in the '195 patent, the hockey stick industry continued to focus on imitating the "feel" of traditional wood blades using the more durable composite materials, many players nevertheless continued to prefer wood hockey sticks and replaceable blades.

34. I came to the realization that the preference for wooden hockey sticks was perhaps not only a derivative of the fact that the industry had failed to sufficiently "imitate" the "feel" of wood using synthetic materials construction materials, but that the preference may also be derivative of the manner by which the shaft and the blade of traditional wood hockey sticks were joined. In other words, while the industry perceived the preference for traditional wooden hockey sticks as primarily one of materials, I -- contrary to industry perceptions -- perceived the preference not only in terms of materials but also in terms of the manner by which the shaft and blade of traditional wood hockey sticks were mated or joined in such traditional hockey sticks.

35. The result of this realization is embodied in the hybrid hockey stick blade constructions and configurations disclosed in the subject patent application, which was first filed on September 15, 2000.

36. Prior to 2001 there were generally three categories of replacement hockey stick blades -- wood, plastic, and composite. See Exhibit H discussed below. The three categories, as previously noted, are descriptive of the primary construction materials of the hosel and paddle. Hence for example the hosel and paddle of a "wood" replacement blade are each substantially constructed of wood or wood laminate and are often overlaid with fiberglass to improve

durability. The hosel and paddle portions of a "plastic" blade are typically formed as a unitary injection molded structure made of PVC or like material. The hosel and paddle portions of a "composite" blade are typically formed of fibers (e.g., carbon, aramid, graphite, etc.) disposed within a hardened resin matrix material or resin overlaying a core structure such as foam or ABS plastic.

37. In about March 2001, Easton first sold its "Hybrid Replacement Blade" product. Easton continues to sell its Hybrid Replacement Blade products to this day.

38. **Exhibits D-G** are color copies of selected pages from Easton's 2001 through 2004 hockey catalogs depicting the various replacement hockey stick blades that were sold by Easton during those years. For each catalog the selected pages include (1) the front and back cover pages, (2) the pages of the catalog that illustrate Easton's replacement blades being sold that year, and (3) a page that includes a table of each replacement blade model and series thereof

39. As described in the catalog pages (**Exhibits D-G**), Easton's Hybrid Replacement Blades are adapted to being removably coupled to a hockey stick shaft. Each Hybrid Replacement Blade comprises a composite paddle portion and a hosel portion constructed of wood. The composite paddle is generally comprised of a foam core overlaid with multiple plies of fibers disposed within a hardened resin matrix. The heel region of the composite paddle is recessed. One end of the hosel portion includes a slot the other is adapted to being received within a tubular portion of a hockey stick shaft. The recessed region of the composite paddle is received within the slot and permanently connected thereto.

40. Easton collects sales data regarding the sales of its own products. Table 1 below summarizes Easton's Hybrid Replacement Blade products described in the attached catalog pages by year and sales figures for each fiscal year, which runs from December 1 to November

30. The sales information for 2004 is only from December 1, 2003 to September 26, 2004, which, together with the cancellation of the NHL 2004-2005 season, explains the drop in sales for 2004.

**Table 1: Easton's Hybrid Replacement Blade Models**

<b><u>Fiscal Year</u></b>	<b><u>Hybrid Replacement Blade Models</u></b>	<b><u>Units Sold</u></b>	<b><u>Total Revenue in U.S. Dollars</u></b>
2001	HYBRID RB	11,979	\$178,271
2002	HYBRID PRO JR. HYBRID PRO	43,012	\$554,744
2003	HYBRID PRO JR. HYBRID PRO HYBRID SYNTHESIS HYBRID LAMI	49,371	\$693,728
2004	HYBRID PRO JR. HYBRID PRO HYBRID SYNTHESIS HYBRID LAMI	40,349	\$574,994

41. As will be explained below in reference to the replacement blade market data, these sales reflect substantial year-to-year market gains in a highly competitive replacement blade market.

42. Easton also continually evaluates the replacement blade market. Easton relies on independent parties, such as Rennie Media, Inc., to collect sales data regarding relevant markets and publish its findings.

43. Attached as **Exhibit H** is a color copy of a report entitled "**The U.S. Hockey Stick & Replacement Blade Market Sales for the 2003 Season**" prepared by Rennie Media Inc. Market Research Group (hereinafter "Market Report"), which specifically addresses replacement blade sales data for the U.S. market.

44. As noted on page 1 of the Market Report, the report is specifically formatted to facilitate participating companies to calculate their market share in various stick and blade categories:

"This report is presented in a format that allows participating companies to calculate their market share in various stick and blade categories. Each company can also compare their average costs with industry-wide averages. And finally, 20003 sales are compared with 2002 sales.

45. Also noted on page 1 of the Market Report is the Methodology and Supplier Participation List, which lists the companies, including Easton, that returned questionnaires that formed the basis for industry wide report embodied in the Market Report. Based on my knowledge of the industry, the participant companies identified in the Market Report constitute the vast majority if not all of the major brands of hockey sticks and replacement blades in the U.S. market.

46. On page 6 of the Market Report is a summary of historical sales figures from 1999 through 2003 of replacement hockey stick blades. See also pages 24-28. This historical sales summary allows Easton—as well as Easton's competitors—to identify market trends related to the products it sells, competitiveness of its products, and the commercial success of its products.

47. The figures in the historical sales summary on page 6 of the Market Report are broken down based on the type or category of blade so as to distinguish composite replacement blade sales from wood and reinforced wood replacement blade sales and from plastic or PVC replacement blade sales. As to the wood blades, there are three sub-categories of wood replacement blades identified in the Market Report: (1) Senior Blades (fiberglass-reinforced

hosel), (2) Senior Blades (hosel not fiberglass reinforced), and (3) Junior Blades (with and without reinforced hosels).

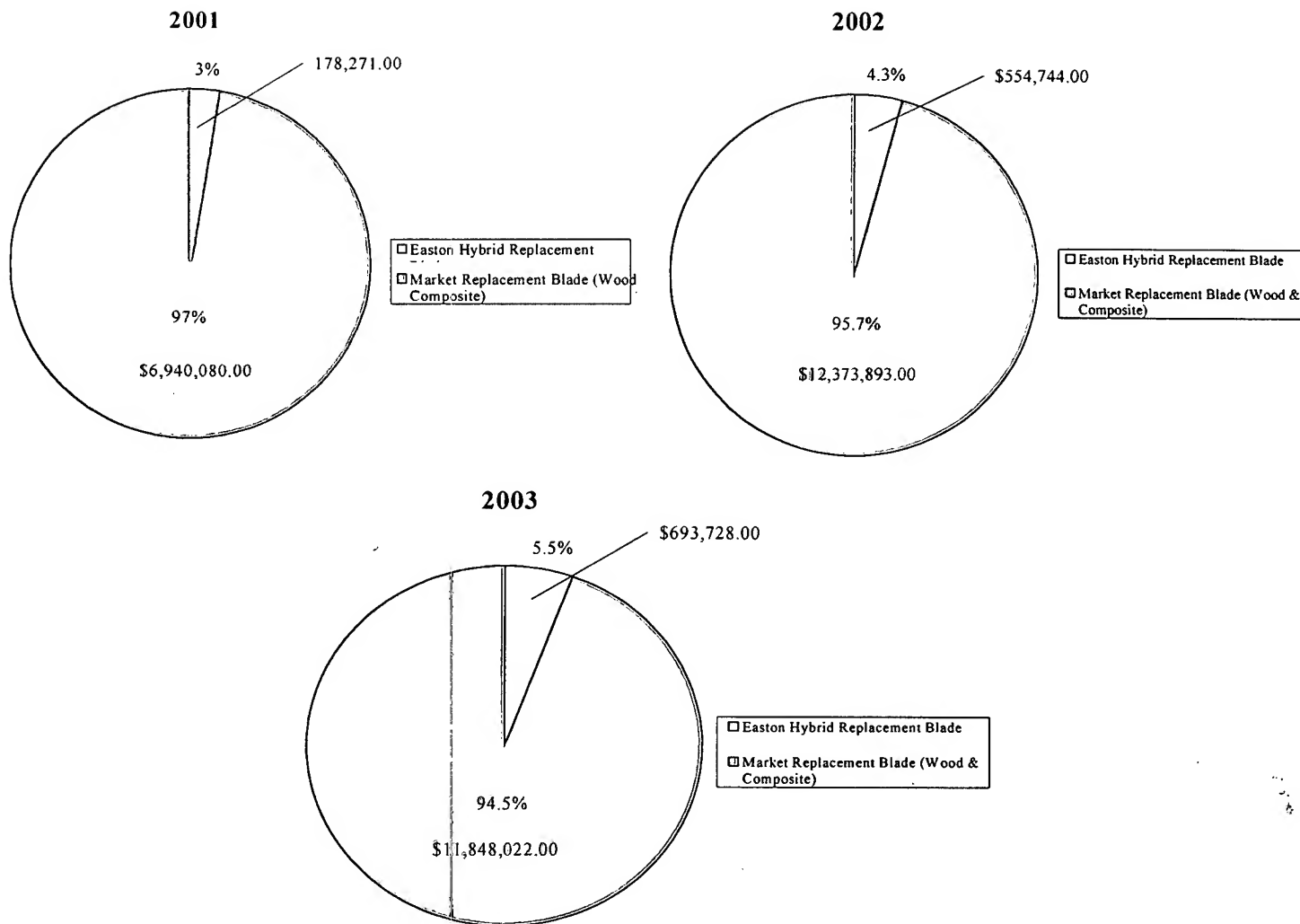
48. A consolidated summary of the three sub-categories of wood versus composite replacement blade sales set forth on page 6 of the Market Report is presented by year in Table 2 below.

**Table 2: Market Summary of Sales of Wood and Composite Replacement Blades**

<b><u>Year</u></b>	<b><u>Total Sales of Wood Replacement Blades</u></b>	<b><u>Total Sales of Composite Replacement Blade</u></b>	<b><u>Total Sales of Composite and Wood Replacement Blades</u></b>
1999	\$11,372,425	\$1,811,311	\$13,183,735
2000	\$10,752,132	\$2,710,093	\$13,462,225
2001	\$5,761,073	\$1,179,007	\$6,940,080
2002	\$8,138,306	\$4,235,587	\$12,373,893
2003	\$5,060,398	\$6,787,624	11,848,022

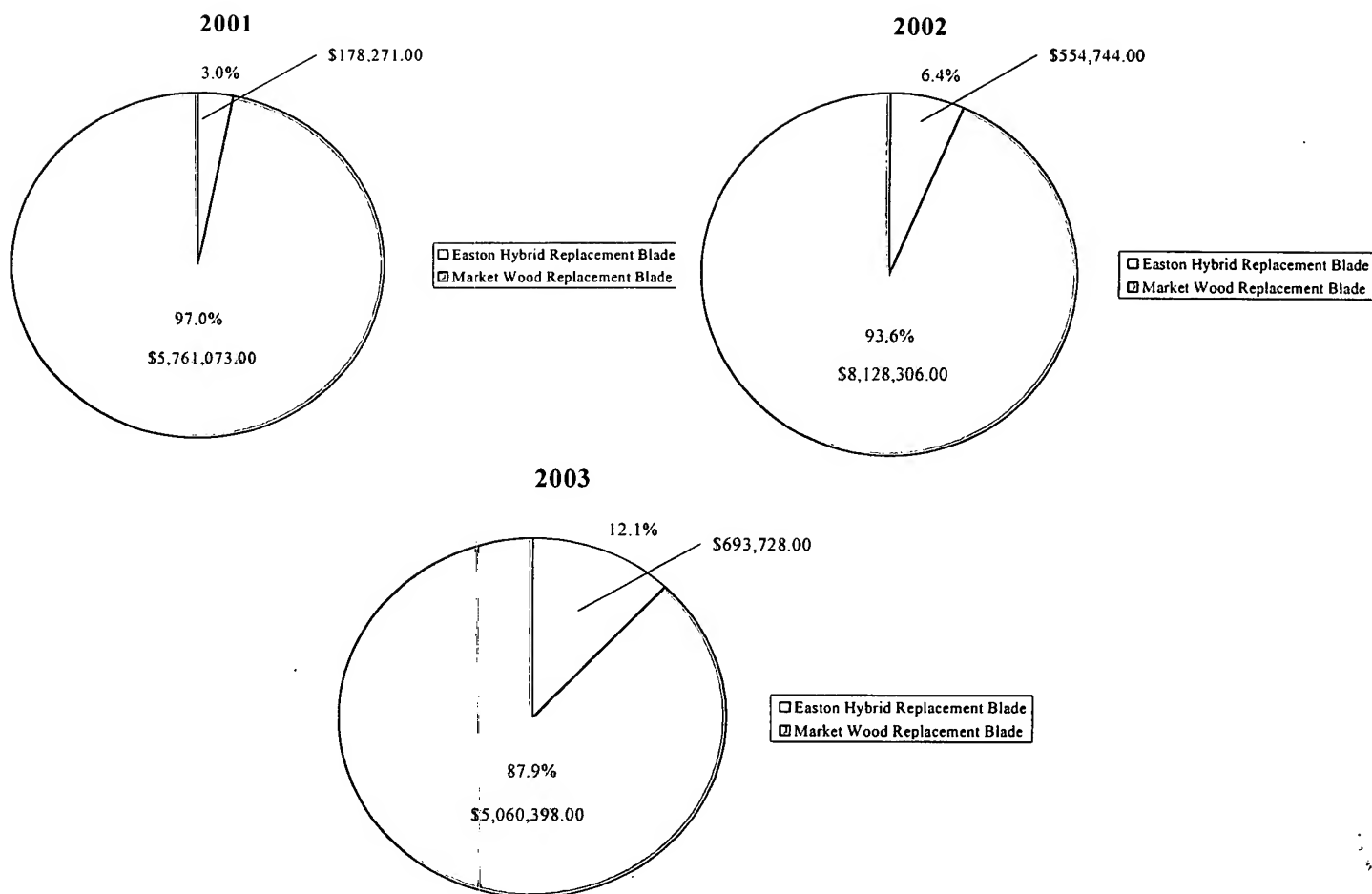
49. Notably, the industry-wide composite replacement blade sales figures during the time-span in which Easton's Hybrid Replacement Blade products were on the market were generally trending upwards while at the same time-span the industry-wide wood replacement blade sales figures were generally trending downwards.

50. The graphical comparison set forth below of Easton's Hybrid Replacement Blade sales vis-a-vis the entire replacement hockey stick blade sales market set forth in the Market Report over the same time-frame is representative measure of the tremendous commercial success of Easton's Hybrid Replacement Blades.



51. The graphical comparison set forth below between Easton's Hybrid Replacement Blade sales vis-a-vis the entire wood replacement hockey stick blade sales market set forth in the Market Report over the same time-frame further illustrates the tremendous commercial success of Easton's Hybrid Replacement Blades





52. Hence, whether Easton's Hybrid Replacement blades are compared with replacement hockey stick market as a whole or vis-à-vis the wood replacement blade market only, which has lost market share over the three years in which Easton's Hybrid Replacement Blades have been on the market, it is clear that Easton's Hybrid Replacement Blades are gaining significant market share in what can only be characterized as highly competitive market.

53. The noticeable gain in market share and commercial success of Easton's Hybrid Replacement Blades, is even more pronounced when taking into consideration the very limited marketing that was expended on these products. Specifically, Easton did not mount any substantial advertisement campaign for the sale of its Hybrid Replacement Blades. In fact, the extent of advertising for Easton's Hybrid Replacement Blades amounted in most part to (1)

placement of the those products in Easton's annual catalogue, which Easton does for most if not all of its Hockey equipment products and (2) seeding of two hundred or so samples of the products with various distributors and players, which Easton does for most if not all of its Hockey equipment products.

54. Moreover, Easton did not engage in any special or unique relationship with retailers for the specific intent of encouraging the sale of Easton's Hybrid Replacement Blades in a manner different from its other hockey equipment products. Rather, Easton's Hybrid Replacement Blades reached retailers through the normal channels of commerce, and without special promotion or pricing.

55. Hence, Easton primarily relied upon word-of-mouth to sell its Hybrid Replacement Blade products.

56. Attached as **Exhibit I** are various trade magazines articles reflecting the recognition in the industry of Easton's Hybrid Replacement Blade products.

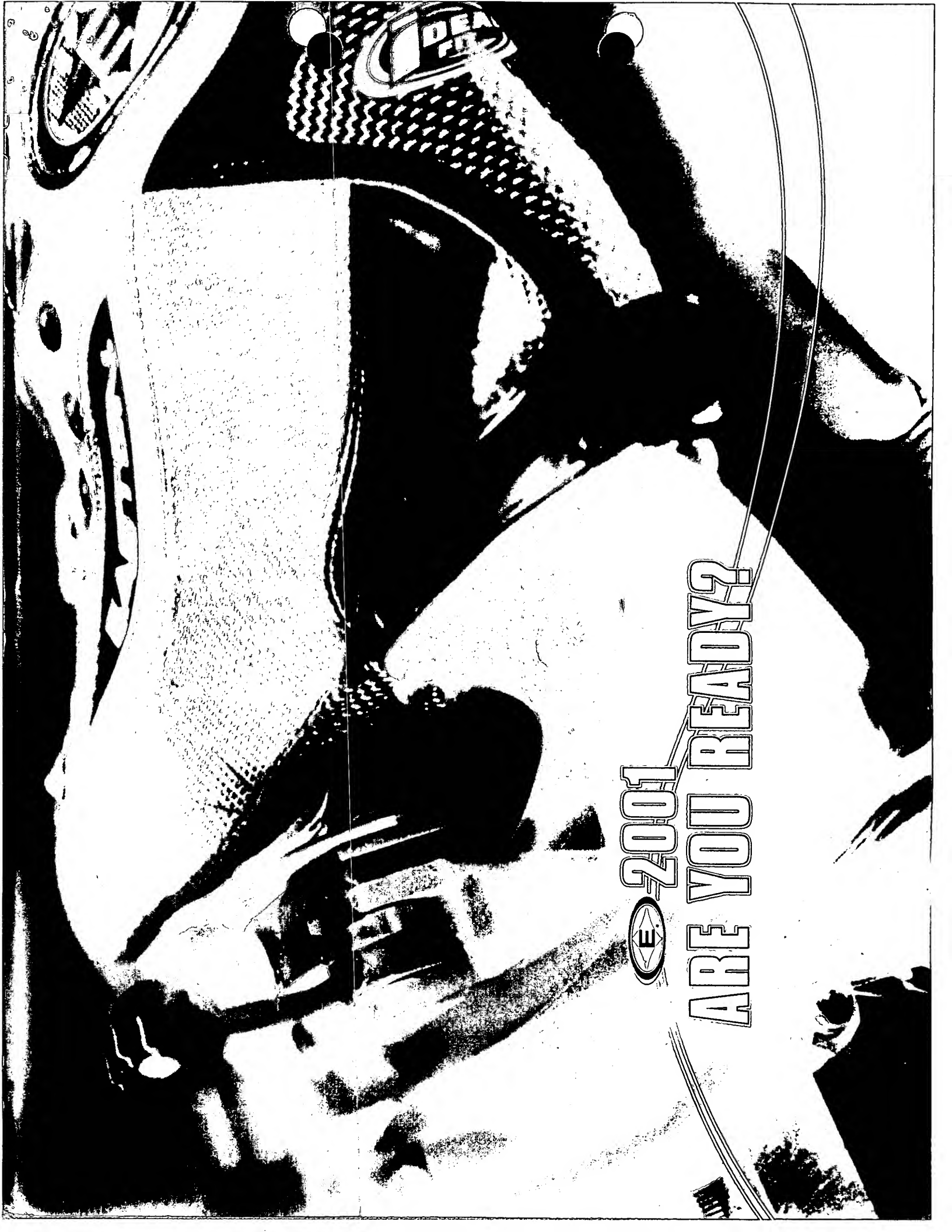
57. Thus, not only did the development of Easton's Hybrid Replacement Blades fly in the face of historical industry trends and developments in hockey sticks and replacement blades as set forth above, the significant commercial success of Easton's products constitute yet another compelling indicia of the inventiveness of Easton's Hybrid Replacement Blade products as presently claimed in the subject patent application.

58. I further declare under penalty of perjury that the foregoing statements made herein of my own knowledge are true and correct and that the statements made upon information and belief are believed by me to be true, and further, that these statements were made with the knowledge that willful, false statements and the like are punishable by fine, or imprisonment, or

both, under Section 1001 of Title 10 of the United States Code, and that such willful, false statements may jeopardize the validity of the subject patent application or any issue thereon.

Executed this 11th day of May 2005, at Van Nuys, California, U.S.A.

  
Edward M. Goldsmith



2001

ARE YOU READY?

800 333 3333

Carbon de graphite pur

Produit de haute qualité

135 grammes

Yazman - A119204, Shanahan - A119204

Suite - A119208, Modano - A119208

Lidstrom - A119202

Graphite pur

Produit de haute qualité

135 grammes

Yazman - A119204, Shanahan - A119204

Suite - A119208, Modano - A119208

Lidstrom - A119202

800 333 3333



800 333 3333

Interlock au Graphite

Z-fac

180 Grams

Yazman - A119204, Shanahan - A119204, Suite - A119208

Modano - A119202, Lidstrom - A119202, Jr. Shanahan - A119202

800 333 3333

Interlock au Graphite

Z-fac

180 grammes

Yazman - A119204, Shanahan - A119204, Suite - A119208

Modano - A119202, Lidstrom - A119202, Jr. Shanahan - A119202

800 333 3333



Graphite Interlock

200 Grams

Yazman - A119202, Shanahan - A119202, Suite - A119208

Modano - A119202, Lidstrom - A119202

800 333 3333

Interlock au Graphite

200 grammes

Yazman - A119202, Shanahan - A119202, Suite - A119208

Modano - A119202, Lidstrom - A119202

800 333 3333



Easton Hybrid Technology

Carbon Poudre

EPK multi-forme

185 Grams

Yazman - A119202, Shanahan - A119202

Modano - A119202, Lidstrom - A119202

800 333 3333

Technologie hybride d'Easton

EPK multi-forme

185 grammes

Yazman - A119202, Shanahan - A119202

Modano - A119202, Lidstrom - A119202

800 333 3333



Produit de haute qualité

135 grammes

Yazman - A119204, Shanahan - A119204

Suite - A119208, Modano - A119208

800 333 3333

Fait à la main

135-10

Embout hybride en EPK-I

Yazman - A119202, Suite - A119202

Modano - A119202, Lidstrom - A119202

7000000000 > 0110000

- > Handcrafted
- > 525-K Kevlar system
- > Graphite/fiberglass hosel
- > Thornton - A119137, Shanahan - A119134, Modano - A119164

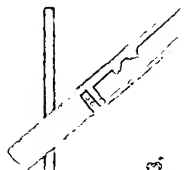


7000000000 > 0110000

- > Handcrafted
- > Wood 525-10 system
- > EPX multi-lamini hosel
- > Yezman - A119134, Shanahan - A119137, Modano - A119163, Lidstrom - A119133

7000000000 > 0110000

- > Fait à la main
- > Bois 525-10
- > Embout multi-laminé en EPX
- > Yezman - A119134, Shanahan - A119137, Modano - A119163, Lidstrom - A119133



7000000000 > 0110000

- > Handcrafted
- > High grade hickory hosel
- > Yezman - A119149, Thornton - A119147, Shanahan - A119123, Sakic - A119133, Roenick - A119143, Modano - A119162, Lidstrom - A119143, Jr Yezman - A119150, Jr Shanahan - A119102, Jr Sakic - A119144, Jr Modano - A119130

7000000000 > 0110000

- > Fait à la main
- > Embout en hickory de qualité supérieure
- > Yezman - A119149, Thornton - A119147, Shanahan - A119123, Sakic - A119133, Roenick - A119143, Modano - A119162, Lidstrom - A119143, Jr Yezman - A119150, Jr Shanahan - A119102, Jr Sakic - A119144, Jr Modano - A119130

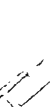
7000000000 > 0110000

- > Wood/AUS hybrid
- > High grade hickory hosel
- > Yezman - A119136, Jr Yezman - A119133



7000000000 > 0110000

- > Fabrication hybride en bois/AUS
- > Embout en hickory de qualité supérieure
- > Yezman - A119136, Jr Yezman - A119133



7000000000 > 0110000

- > High grade hickory hosel
- > Yezman - A119136, Jr Yezman - A119133



7000000000 > 0110000

- > Fabrication en AUS/AUS
- > Embout en hickory de qualité supérieure
- > Shanahan - A119136, Jr Shanahan - A119102



**EASTON**



**EASTON SPORTS, INC.**  
**7855 HASKELL AVENUE, SUITE 200**  
**VAN NUYS, CALIFORNIA 91406-1999**  
**(818) 782-6445**  
**(818) 347-3901**  
**(818) 800-8734 FAX**





EASTON HOCKEY 2002  
Product Catalog

2002

HOCKEY



HOCKEY 2002 BLADES

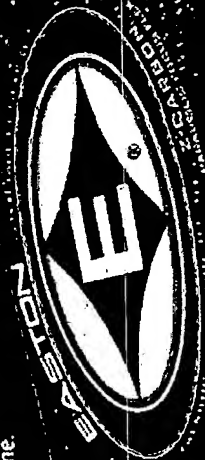
Patented  
**Z-CARBON**

**THE MOST DOMINANT BLADE IN THE NHL**

17.8% of NHL players use Easton blades

©1998 Easton Hockey

Proprietary precision molding process  
produces the exact blade shape and  
curve each and every time.



Blade Hesel



Patent pending "Festo Flow" technology and construction

Theo Fleury | | New York Rangers



**PRECISION BLADE**

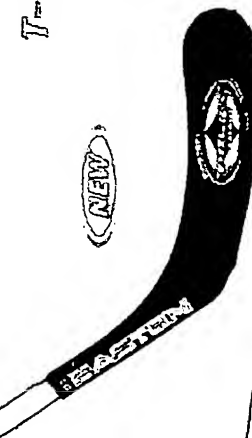
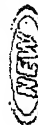


**Z-CARBON/JR. Z-CARBON**

... All 19101 Titanium / All 19103 Silver / All 19105 Modano / All 19107 Lathum / All 19104 Shambhoo  
All 19174 Titanium Jr. / All 19176 Modano Jr.

- Pro type carbon blade
- Ultra thin blade profile
- Proprietary "Festo Flow" resin
- 155 grams / 115 grams

- Insert en carbone à symétrie professionnelle
- Géométrie de palette ultra mince
- Résine exclusive "Festo Flow"
- 155 grammes / 115 grammes



**T-FLEX GRAPHITE**

All 19177 Blue

- Pro type carbon stick
- Ultra thin blade profile
- 160 grams

- Insert en carbone à symétrie professionnelle
- Géométrie de palette ultra mince
- 160 grammes

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**EASTON**

# HYBRID PRO/JR. HYBRID PRO



Skus: A119320 Yzerman / A119319 Modano / A119321 Shanahan / A119322 Drury / A119323 Yzerman Jr. / A119324 Modano Jr.

## Features:

- Patented Carbon Fusion Technology
- Palette en carbone moulée par compression
- Manchon en noyer blanc d'Amérique de grande qualité
- 190 grammes/165 grammes Junior

## Features:

- Patent-pending Carbon Fusion Technology
- Compression molded carbon paddle
- High grade hickory hosel
- 190 grams/165 grams Jr.



## LAMI

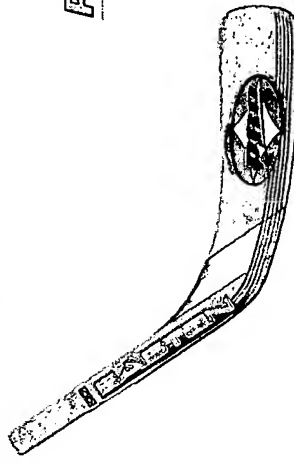
Skus: A119156 Yzerman / A119163 Modano / A119155 Lidstrom / A119121 Shanahan

## Features:

- Handcrafted
- Wood 525-10 system
- EPX multi-lami hosel

## Features:

- Fait à la main
- Système en bois 525-10
- Manchon multistratifié EPX



## PRO/JR. PRO

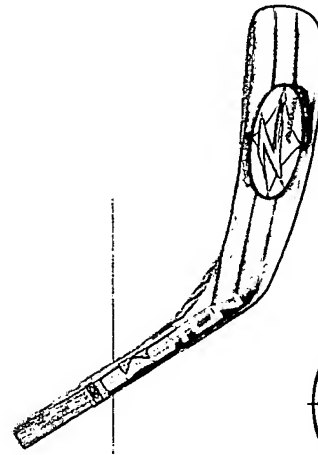
Skus: A119146 Roenick / A119149 Yzerman / A119165 Sakic / A119162 Modano / A119145 Lidstrom / A119123 Shanahan / A119150 Yzerman Jr. / A119102 Shanahan Jr. / A119144 Sakic Jr. / A119168 Modano Jr.

## Features:

- Handcrafted
- High grade hickory hosel

## Features:

- Fait à la main
- Manchon en noyer blanc d'Amérique de grande qualité



## Z-ABS/JR. Z-ABS

Skus: A119136 Yzerman / A119135 Yzerman Jr.

## Features:

- Wood/ABS hybrid
- High grade hickory hosel

## Features:

- Bâton hybride en bois/ABS
- Manchon en noyer blanc d'Amérique de grande qualité



## X-ABS/JR. X-ABS

Skus: A119130 Shanahan / A119105 Shanahan Jr.

## Features:

- ABS/lier paddle
- High grade hickory hosel

## Features:

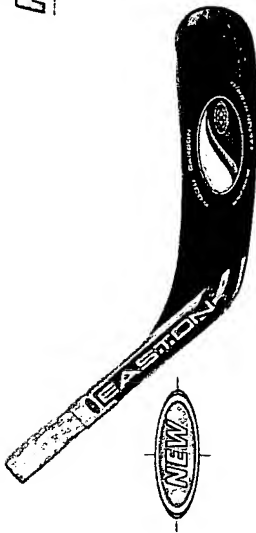
- Palette en ABS/livre
- Manchon en noyer blanc d'Amérique de grande qualité



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## HYBRID PRO/JR. HYBRID PRO



**CARBON FUSION TECHNOLOGY**

Skus: A119320 Yzerman / A119319 Modano / A119321 Shanahan / A119322 Drury / A119323 Yzerman Jr. / A119324 Modano Jr.

### Features:

- Patent-pending Carbon Fusion Technology
- Compression molded carbon paddle
- High grade hickory hosel
- 190 grams/165 grams Jr.

### Features:

- Technologie de fusion de carbone en instance de brevet
- Palette en carbone moulée par compression
- Manchon en noyer blanc d'Amérique de grande qualité
- 190 grammes/165 grammes Junior

## LAMI

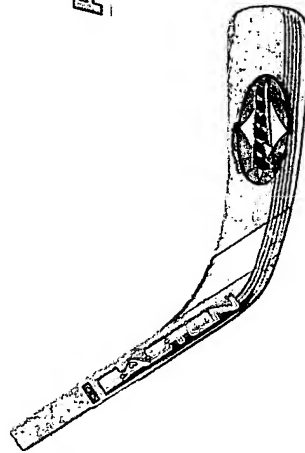
Skus: A119156 Yzerman / A119163 Modano / A119155 Lidsrom / A119121 Shanahan

### Features:

- Handcrafted
- Wood 525-10 system
- EPX multi-lami hosel

### Features:

- Fait à la main
- Système en bois 525-10
- Manchon multistratifié EPX



## PRO/JR. PRO

Skus: A119146 Roenick / A119149 Yzerman / A119165 Sakic / A119162 Modano / A119145 Lidsrom / A119123 Shanahan / A119150 Yzerman Jr. / A119102 Shanahan Jr. / A119144 Sakic Jr. / A119168 Modano Jr.

### Features:

- Handcrafted
- High grade hickory hosel

### Features:

- Fait à la main
- Manchon en noyer blanc d'Amérique de grande qualité



## Z-ABS/JR. Z-ABS

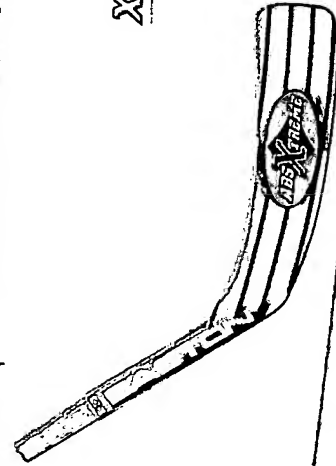
Skus: A119136 Yzerman / A119135 Yzerman Jr.

### Features:

- Wood/ABS hybrid
- High grade hickory hosel

### Features:

- Bâton hybride en bois/ABS
- Manchon en noyer blanc d'Amérique de grande qualité



## X-ABS/JR. X-ABS

Skus: A119130 Shanahan / A119105 Shanahan Jr.

### Features:

- ABS/fiber paddle
- High grade hickory hosel

### Features:

- Palette en ABS/fibre
- Manchon en noyer blanc d'Amérique de grande qualité

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**EASTON**

[illegible]

## SHOULDER PADS

- 11 Measure the player's chest just below the armpits

21 Match the player's chest measurement to the shoulder pad size in inches

**NOTE:** Shoulder pads should fit snugly with the rips of the shoulders properly positioned under the shoulder caps



## ELBOW PADS

1) Measure the length between the shoulder pad and the cuff of the glove

2) Match the player's measurements size to the size of the elbow pad in inches

**NOTE** When fastened securely there shouldn't be a gap between the elbow pad and either the biceps extension of the shoulder pad or cuff of glove. Players who wear a short, cuff styled glove should choose the longer model of the elbow pad.



## SHINGUARDS

Shin guards are best tied while the player is sitting. To fit properly

1) Measure from the center of the knee cap to the top of the skate boot

2) Match the player's shin measurement to the size of the shin guard

**NOTE:** Secure shin guard with the proper strap if it has not been built-in to the equipment.



Model Model	Swivels, 100' and 150' 100' and 150'	Perf	Wear	Weight Pounds	Length Longer	Material Material
Synerg 110 Grip Yezman	110 XX Split Flex	10	9	460	56	Graphite/Aramid/Grip
Synerg 110 Grip Lidsom	110 XX Split Flex	10	9	460	56	Graphite/Aramid/Grip
Synerg 110 Grip Salot	110 XX Split Flex	10	9	460	56	Graphite/Aramid/Grip
Synerg 110 Grip Shunhan	110 XX Split Flex	10	9	460	56	Graphite/Aramid/Grip
Synerg 110 Grip Modano	110 XX Split Flex	10	9	460	56	Graphite/Aramid/Grip
Synerg 110 Grip Druy	110 XX Split Flex	10	9	460	56	Graphite/Aramid/Grip
Synerg 100 Grip Yezman	100 Split Flex	10	9	460	56	Graphite/Aramid/Grip
Synerg 100 Grip Lidsom	100 Split Flex	10	9	460	56	Graphite/Aramid/Grip
Synerg 100 Grip Salot	100 Split Flex	10	9	460	56	Graphite/Aramid/Grip
Synerg 100 Grip Shunhan	100 Split Flex	10	9	460	56	Graphite/Aramid/Grip
Synerg 100 Grip Modano	100 Split Flex	10	9	460	56	Graphite/Aramid/Grip
Synerg 100 Grip Druy	100 Split Flex	10	9	460	56	Graphite/Aramid/Grip
Synerg 85 Yezman	85 M-Split Flex	10	9	460	56	Graphite/Aramid
Synerg 85 Lidsom	85 M-Split Flex	10	9	460	56	Graphite/Aramid
Synerg 85 Salot	85 M-Split Flex	10	9	460	56	Graphite/Aramid
Synerg 85 Shunhan	85 M-Split Flex	10	9	460	56	Graphite/Aramid
Synerg 85 Modano	85 M-Split Flex	10	9	460	56	Graphite/Aramid
Synerg 85 Druy	85 M-Split Flex	10	9	460	56	Graphite/Aramid
Synerg 75 Modano	75 M-Split Flex	10	9	420	54	Graphite/Aramid
Synerg 75 Druy	75 M-Split Flex	10	9	420	54	Graphite/Aramid
Jr. Synerg 50 Modano	50 Split Flex	10	9	320	47	Aramid/Carbon/Glass
Jr. Synerg 50 Yezman	50 Split Flex	10	9	320	47	Aramid/Carbon/Glass
Z-Bubble 110 Grip	110 XX Split Flex	9	8	280	50	Graphite/Aramid/Grip
Z-Bubble 100 Grip	100 Split Flex	9	8	280	50	Graphite/Aramid/Grip
Z-Bubble 85 Grip	85 M-Split Flex	9	8	280	50	Graphite/Aramid/Grip
Z-Bubble 110	110 XX Split Flex	9	8	280	50	Graphite/Aramid
Z-Bubble 100	100 Split Flex	9	8	280	50	Graphite/Aramid
Z-Bubble 85	85 M-Split Flex	9	8	280	50	Graphite/Aramid
Grip Line 110	110 XX Split Flex	8.5	8.5	300	50	Graphite/Aramid/Grip
Grip Line 100	100 Split Flex	8.5	8.5	300	50	Graphite/Aramid/Grip
Ultra Line 110	110 XX Split Flex	8.5	8.5	295	50	Graphite/Aramid
Ultra Line 100	100 Split Flex	8.5	8.5	295	50	Graphite/Aramid
T-Plus Graphite	100 Split Flex	9	8.5	275	50	Graphite/Aramid
Cyclone Graphite 95	95 Split Flex	8.5	8	270	50	Graphite/Aramid
Telephone 80	80 M-Split Flex	7	7.5	340	50	Carbon/Glass
Ultra Carbon	100 Split Flex	6.5	7	340	50	Carbon/Glass
E-Plus Yezman Composite	80 M-Split Flex	6	6	380	5	Carbon/Glass
Z-Bubble 75 Grip	75 M-Split Flex	9	8	280	50	Graphite/Aramid/Grip
Cyclone Graphite 70	70 M-Split Flex	8.5	8	270	50	Graphite/Aramid
Telephone 70	70 M-Split Flex	7.5	7.5	320	50	Graphite/Glass
Jr. Z-Bubble 50	50 Split Flex	9	8	200	43	Aramid/Glass
Jr. Grip Line 60	60 Split Flex	8.5	8.5	200	43	Aramid/Glass
Jr. Ultra Line 65	Split Flex	8.5	8	200	43	Aramid/Glass
Jr. Telephone 45	45 M-Split Flex	7	7.5	215	43	Carbon/Glass
Jr. Ultra Carbon	60 Split Flex	8.5	7	280	43	Carbon/Glass
Jr. E-Plus Yezman Composite	45 M-Split Flex	6	6	295	43	Carbon/Glass
Y-19 Composite	45 M-Split Flex	8	8	250	19	Carbon/Glass

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# EASTON HOCKEY

7855 Haskell Avenue / Suite 200 / Van Nuys / California / 91406  
P - 818.782.6445 / 800.347.3901 / F - 800.800.8734  
[www.eastonhockey.com](http://www.eastonhockey.com)





EASTON 2003 product catalog

## Synthesis



Yves A119342 Yveunin / A119338 Selen / A119335 Modano / A119337 Lindstrom / A119339 Stenlund  
A119336 Terry / A119340 Ogata

### Features:

- > Low stick blade design
- > Pro-spec carbon construction
- > Proprietary structural design
- > Ultra thin blade geometry
- > New hot melt attachment formulation
- > 115 grams

### Features:

- > Design avec point de frappe bas
- > Fabrication à base de carbone pro-spec
- > Design structural unique
- > Géométrie de la lame ultra-mince
- > 115 grammes



(NEW)



(NEW)



## Synthesis Intermediate

A119342 Sabine / A119343 Lindman / A119344 Orup

### Features:

- > Low-stick blade design
- > Pro-spec carbon construction
- > Proprietary structural design
- > Ultra thin blade geometry
- > New hot melt attachment formulation
- > 110 grams

### Features:

- > Design avec point de frappe bas
- > Fabrication à base de carbone Pro-spec
- > Design structural unique
- > Géométrie de la lame ultra-mince
- > 110 grammes

## Synthesis Jr.



A119346 Yveunin Jr. / A119345 Modano Jr.

### Features:

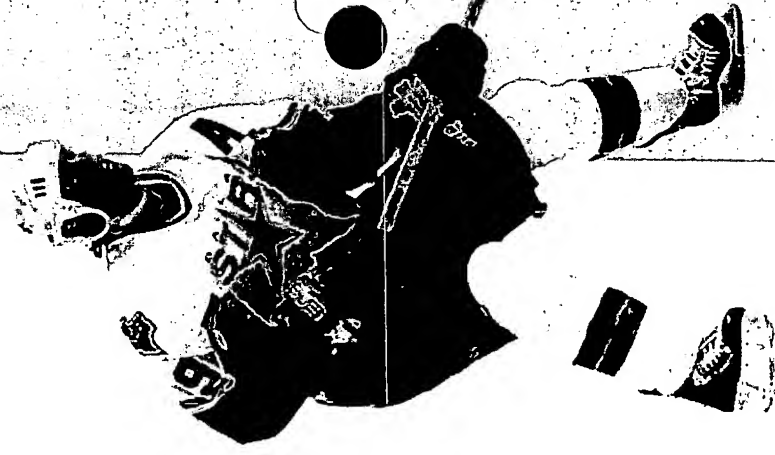
- > Low-stick blade design
- > Pro-spec carbon construction
- > Proprietary structural design
- > Ultra thin blade geometry
- > New hot melt attachment formulation
- > 110 grams

### Features:

- > Design avec point de frappe bas
- > Fabrication à base de carbone pro-spec
- > Design structural unique
- > Géométrie de la lame ultra-mince
- > 110 grammes



(NEW)



2007 - 2008 - 2009

blades

DEC 1991





## Z-Carbon / Z Carbon Jr.



PATENTED

« A19301 Vermin / A19303 Sabre / A19308 Modano / A19302 Indistom / A19304 Shandhan / A19359 Durnu  
A19325 Vermin Jr. / A19326 Modano Jr.

Caractéristiques

- Pro-Spec carbon composite
- Proprietary structural design
- Proprietary Parabolic Flex™ zone
- Ultra thin blade geometry
- 155 grams/139 grams Jr.

Features

- Fabrication à base de carbone Pro-Spec
- Design structuré unique
- Zone unique avec point d'inflexion recalcé parabolique (Flex™)
- Géométrie de la lame ultra-mince
- 155 grammes/139 grammes Jr.



## Ultra Lite/Ultra Lite Jr.

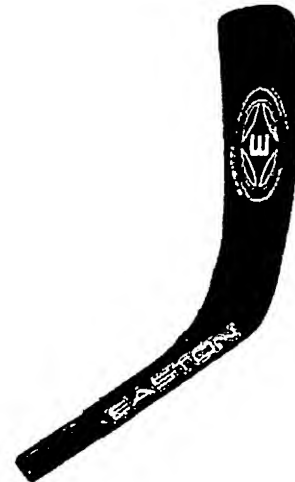
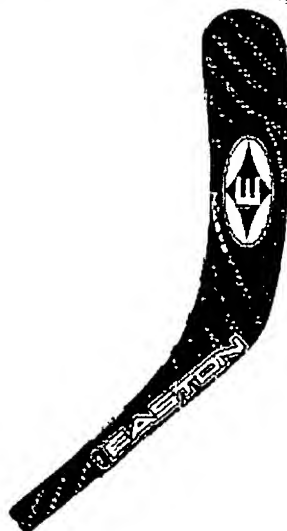
« A19204 Vermin / A19311 Sabre / A19209 Modano / A19205 Indistom / A19108 Shandhan  
A19158 Vermin Jr. / A19307 Shandhan Jr.

Caractéristiques

- High reinforced blade construction
- 175 grams/160 grams Jr.

Features

- Fabrication à base d'armure renforcée de Kevlar
- 175 grammes/160 grammes Jr.



## Ultra Graphite



« A19202 Vermin / A19312 Sabre / A19310 Modano / A19201 Indistom / A19111 Shandhan

Caractéristiques

- Graphite interior reinforced
- 200 grams

Features

- Double layer of graphite reinforcement
- 200 grams



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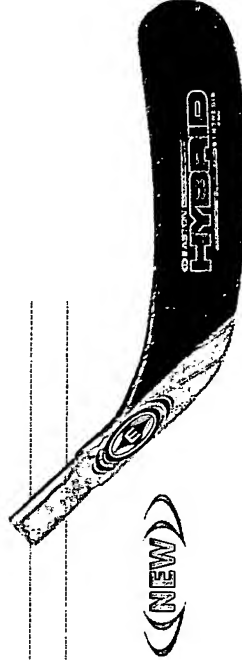
## Hybrid Synthesis



Skus: A119331 Yzerman / A119334 Sakic / A119330 Modano / A119333 Shanahan / A119332 Drury

### Features:

- > 100% graphite blade construction
- > Low-kick blade design
- > New, 360 degree Lock joint
- > New hot melt attachment formulation
- > Mylar reinforced fiber braid
- > EPX-T hybrid hosel
- > 160 grams



(NEW)

## Hybrid Lami



Skus: A119350 Yzerman / A119351 Sakic / A119348 Modano / A119349 Shanahan / A119347 Drury

### Features:

- > 100% graphite blade construction
- > New, 360 degree Lock joint
- > Mylar reinforced fiber braid
- > EPX multi-lami hosel
- > 175 grams

### Features:

- > Lame fabriquée de graphite à 100%
- > Nouveau! Blocage du joint à 360 degrés
- > Tresse de fibres renforcée au Mylar
- > Tuyau multi-laminé EXP
- > 175 grammes



(NEW)

## Hybrid Pro/Hybrid Jr.



Skus: A119355 Yzerman / A119356 Sakic / A119353 Modano / A119354 Shanahan / A119352 Drury / A119324 Yzerman Jr. / A119323 Modano Jr.

### Features:

- > 100% graphite blade construction
- > New, 360 degree Lock joint
- > Mylar reinforced fiber braid
- > High grade hickory hosel
- > 195 grams/165 grams Jr.

### Features:

- > Lame fabriquée de graphite à 100%
- > Nouveau! Blocage du joint à 360 degrés
- > Tresse de fibres renforcée au Mylar
- > Tuyau de noyer de haute qualité
- > 195 grammes/165 grammes



(NEW)



## Fibre Plus

Sku: A119154 Sakic / A119164 Modano / A119117 Shanahan

### Features:

- > Handcrafted
- > 525-K Aramid system
- > Graphite/glass hosel

### Features:

- > Fait à la main
- > Système à base d'aramide 525K
- > Tigeau à base de graphite et de verre

## Lami

Sku: A119156 Yzerman / A119163 Modano / A119155 Lidstrom / A119121 Shanahan

### Features:

- > Handcrafted
- > Wood 525-10 system
- > EPX multi-lami hosel

### Features:

- > Fait à la main
- > Système de bois 525-10
- > Tigeau multi laminié EXP



## Pro/Pro Jr.

Sku: A119146 Roenick / A119149 Yzerman / A119165 Sakic / A119162 Modano / A119145 Lidstrom / A119123 Shanahan  
A119150 Yzerman Jr. / A119144 Sakic Jr. / A119168 Modano Jr. / A119170 P23 / A119169 P4  
A119172 P23 Jr. / A119171 P4 Jr. Europe Only

### Features:

- > Handcrafted
- > High grade hickory hosel

### Features:

- > Fait à la main
- > Tigeau de noyer de haute qualité



## Z-ABS/Z-ABS Jr.

Sku: A119136 Yzerman / A119135 Yzerman Jr.

### Features:

- > Wood/ABS hybrid
- > High grade hickory hosel

### Features:

- > Hybride de bois et de ABS
- > Tigeau de noyer de haute qualité



## X-ABS/X-ABS Jr.

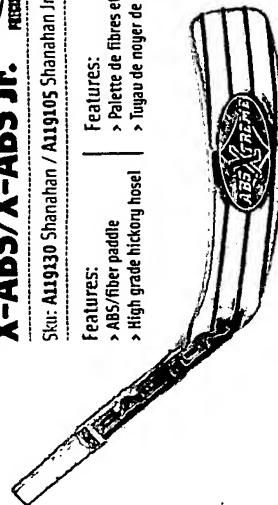
Sku: A119130 Shanahan / A119105 Shanahan Jr.

### Features:

- > ABS/fiber paddle
- > High grade hickory hosel

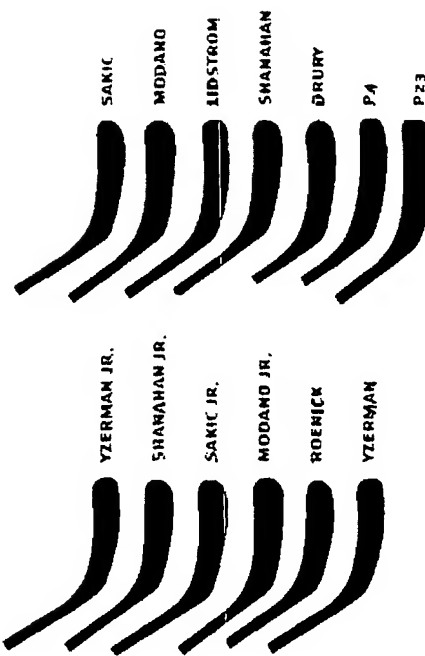
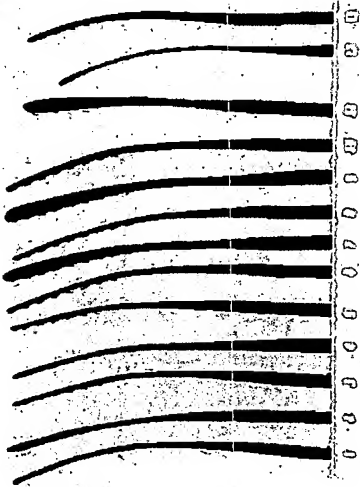
### Features:

- > Palette de fibres et de ABS
- > Tigeau de noyer de haute qualité



WOOD BLADES

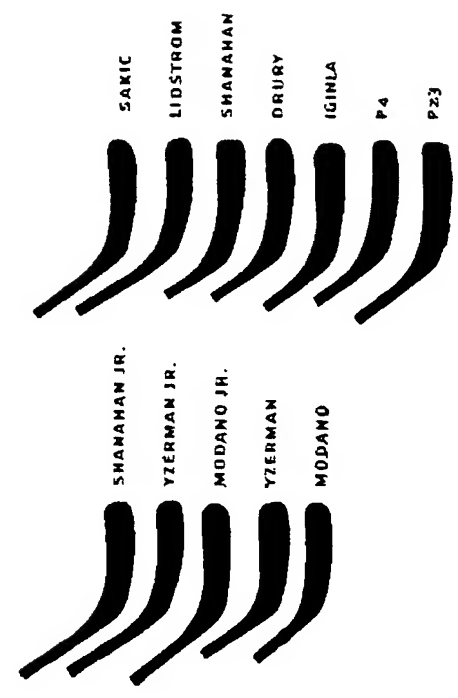
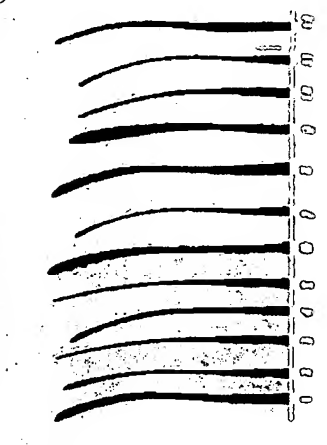
0 YZERMAN JR. 0-1000/0000  
 1 SHANAHAN JR. 0-1000/0000  
 2 MODANO 0-1000/0000  
 3 LIDSTROM 0-1000/0000  
 4 SHANAHAN 0-1000/0000  
 5 DRURY 0-1000/0000  
 6 P4 0-1000/0000  
 7 P23 0-1000/0000



YZERMAN JR.  
 SHANAHAN JR.  
 SAKIC JR.  
 MODANO JR.  
 ROENICK  
 YZERMAN  
 SAKIC  
 MODANO  
 LIDSTROM  
 SHANAHAN  
 DRURY  
 P4  
 P23

COMPOSITE BLADES


0 SHANAHAN JR. 0-1000/0000  
 1 YZERMAN JR. 0-1000/0000  
 2 MODANO JR. 0-1000/0000  
 3 YZERMAN 0-1000/0000  
 4 MODANO 0-1000/0000  
 5 LIDSTROM 0-1000/0000  
 6 SHANAHAN 0-1000/0000  
 7 DRURY 0-1000/0000  
 8 IGILIA 0-1000/0000  
 9 P4 0-1000/0000  
 10 P23 0-1000/0000



SHANAHAN JR.  
 YZERMAN JR.  
 MODANO JR.  
 YZERMAN  
 MODANO  
 SAKIC  
 LIDSTROM  
 SHANAHAN  
 DRURY  
 IGILIA  
 P4  
 P23

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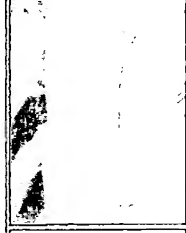
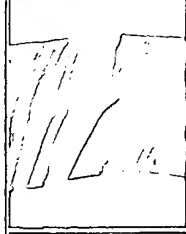
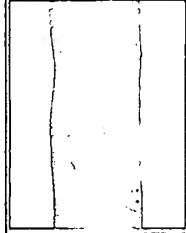
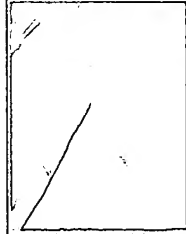
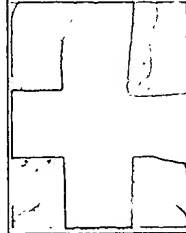
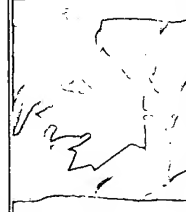
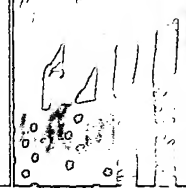
ABS	HYBRID/WOOD	COMPOSITE
		

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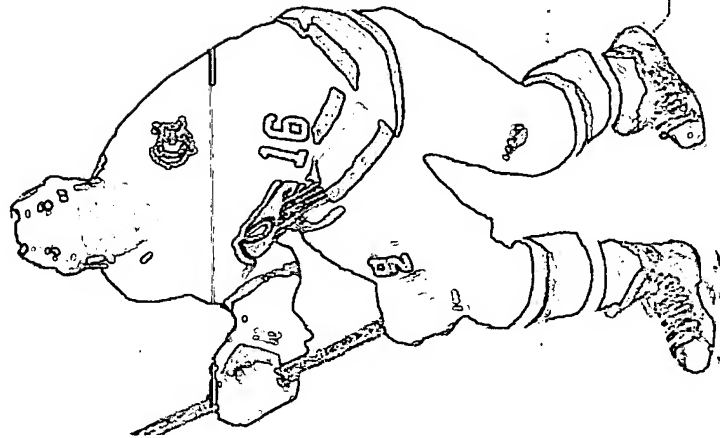
**EASTON**  
HOCKEY



Sto. A119202 Yunnan A119312 Sams A119210 Modomo A119201 Udatom A119311 Shanzhan

### Features:

- 
- A line drawing of a curved, tapering object, possibly a bone or a piece of wood. Near the top (the wider end), there is a decorative band or collar. On the side of this band, there is a small, rectangular object with a central vertical line and a small circle at the top, resembling a stylized face or a small shrine. The object is oriented diagonally, with the wider end at the top right and the narrower end at the bottom left.



**საქართველოს • ქვეყნის**

SKU: A119262, Salir: A119263 Mediano A119267 Juinta

### Features:

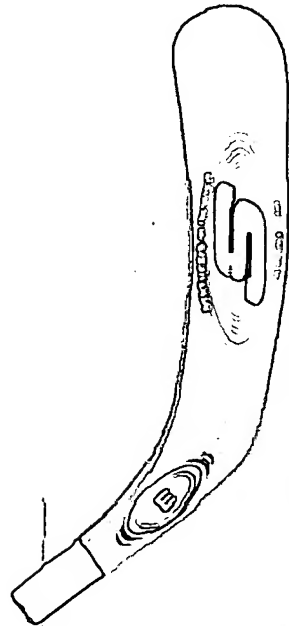
- Design avec point de frappe bas
- Fabrication à base de carbone Pro-Spec
- Design structurel unique
- Géométrie de la lame ultra-mince
- 140 grammes



Sto 010226/24man Jr 010225 Moscow Jr 010226/24man Jr 010225 Moscow Jr

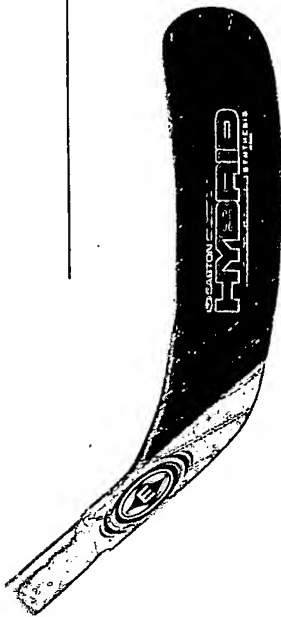
### Features:

- Design avec point de frappe bas
- Fabrication à base de carbone Pro-spec
- Design structurel unique
- 660 millions de la lame ultra-fine
- 110 grammes





## » Hybrid Synthesis «



SKU: AN19331 Vezman AN19333 Salta AN19330 Modano AN19339 Shanahan AN19332 Orsuy

### Features:

- » 100% graphite blade construction
- » Low-kick blade design
- » New. 360 degree Lock joint
- » Mylar reinforced fiber braid
- » EPX-T hybrid hosel
- » 160 grams

### Features:

- » Lame fabriquée de graphite à 100%
- » Design avec point de frappe bas
- » Nouveau! Blocage du joint à 360 degrés
- » Tresse de fibres renforcée au Mylar
- » Tuyau hybride EPX-T
- » 160 grammes



## » Hybrid Lami «

SKU: AN19350 Vezman AN19351 Salta AN19348 Modano AN19349 Shanahan AN19347 Orsuy

### Features:

- » 100% graphite blade construction
- » New. 360 degree Lock joint
- » Mylar reinforced fiber braid
- » EPX multi-lami hosel
- » 175 grams

### Features:

- » Lame fabriquée de graphite à 100%
- » Nouveau! Blocage du joint à 360 degrés
- » Tresse de fibres renforcée au Mylar
- » Tuyau multi laminé EXP
- » 175 grammes



## » Hybrid Pro, Hybrid Jr. «

Hybrid Pro SKU: AN19355 Vezman AN19353 Salta AN19358 Modano AN19354 Shanahan  
Hybrid Jr. SKU: AN19350 Vezman Jr. AN19357 Modano Jr.

### Features:

- » 100% graphite blade construction
- » New. 360 degree Lock joint
- » Mylar reinforced fiber braid
- » High grade hickory hosel
- » 195 grams/165 grams Jr.

### Features:

- » Lame fabriquée de graphite à 100%
- » Nouveau! Blocage du joint à 360 degrés
- » Tresse de fibres renforcée au Mylar
- » Tuyau de noyer de haute qualité
- » 195 grammes/165 grammes



## » Fibre Plus «

SKU: AN19343 Salta AN19344 Modano AN19347 Shanahan

### Features:

- » Handcrafted
- » 525-K Aramid system
- » Graphite/glass hosel

### Features:

- » Fait à la main
- » Système à base d'aramide 525K
- » Tuyau à base de graphite et de verre

## » Lami «

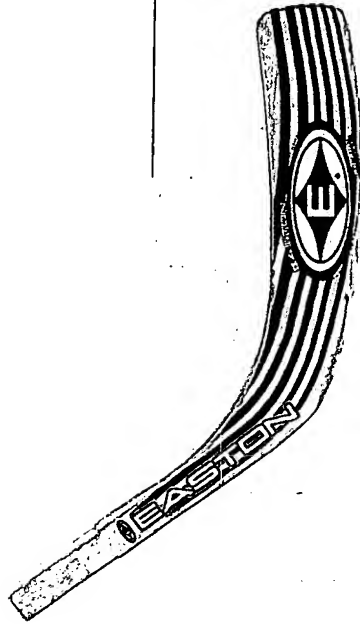
Skis: A19163 Verman, A19163 Modano, A19165 Lidstrom, A19121 Shanahan

### Features:

- » Handcrafted
- » Wood 525-10 system
- » EPX multi-lami hosel

### Features:

- » Fait à la main
- » Système de bois 525-10
- » Tuyau multi laminé EXP



## » Pro, Pro Jr. «

Pro Skis: A19149 Verman, A19165 Saito, A19162 Modano, A19145 Lidstrom, A19123 Pro Jr. Skis: A19150 Verman Jr., A19144 Saito Jr., A19163 Modano Jr., A19102 Shanahan Jr.

### Features:

- » Handcrafted
- » High grade hickory hosel

### Features:

- » Fait à la main
- » Tuyau de noyer de haute qualité

## » Z-ABS, Z-ABS Jr. «

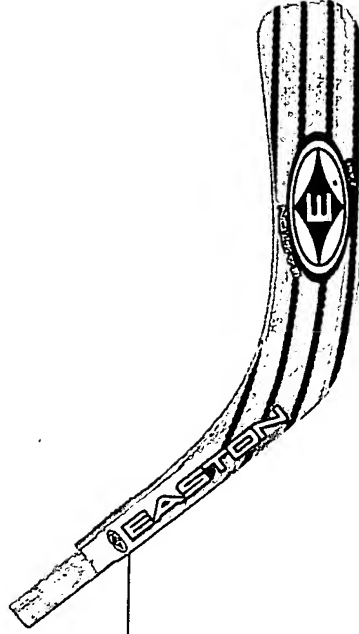
Z-ABS Skis: A19183 Verman  
Z-ABS Jr. Skis: A19185 Verman Jr.

### Features:

- » Wood/ABS hybrid
- » High grade hickory hosel

### Features:

- » Hybride de bois et de ABS
- » Tuyau de noyer de haute qualité



## » X-ABS, X-ABS Jr. «

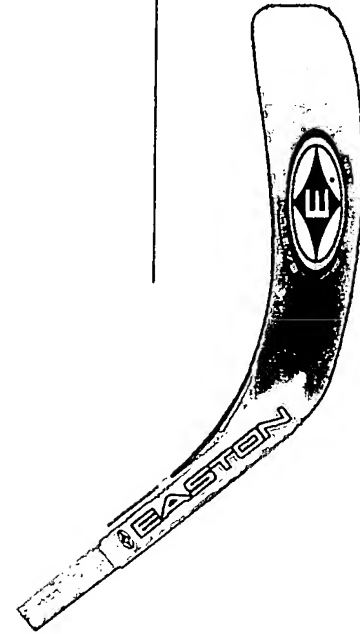
X-ABS Skis: A19180 Shanahan  
X-ABS Jr. Skis: A19105 Shanahan Jr.

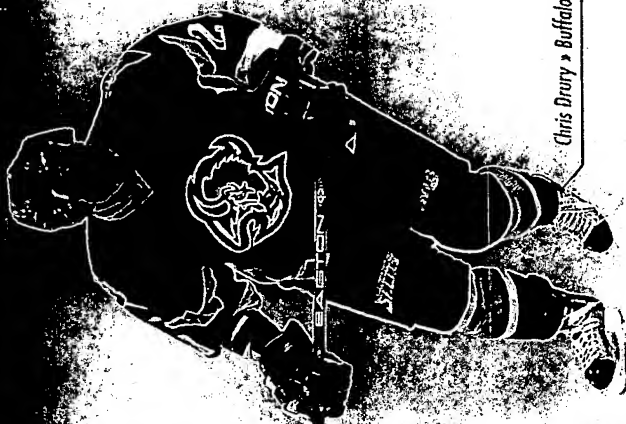
### Features:

- » ABS/fiber paddle
- » High grade hickory hosel

### Features:

- » Palette de fibres et de ABS
- » Tuyau de noyer de haute qualité





Chris Drury » Buffalo Sabres

## Blades

Composite		Series	Mid 916 15 mm Lie 6	Heel 172 12 mm Lie 5.5	Mid-Heel 208 9 mm Lie 5	Heel 172 12 mm Lie 5.5	Mid 172 12 mm Lie 5.5	Mid 172 12 mm Lie 5.5
ABS	Hybrid/Wood	Synthetic St-Core St.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
		Synthetic St.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
		Synthetic St.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
		Synthetic St.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
		Synthetic St.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
		Synthetic St.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
		Synthetic St.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
		Synthetic St.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
		Synthetic St.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
		Synthetic St.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
ABS	Hybrid/Wood	St-Core St.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
		St-Core St.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
		St-Core St.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
		St-Core St.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
		St-Core St.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
		St-Core St.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
		St-Core St.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
		St-Core St.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
		St-Core St.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
		St-Core St.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.

## Gloves

Product/Model	Height	31"-37"	38"-44"	44"-48"	48"-54"	54"-60"	60"+
Gloves	St-Core St.	12"	12"	12"	12"	12"	12"
Gloves	St-Core St.	12"	12"	12"	12"	12"	12"
Gloves	St-Core St.	12"	12"	12"	12"	12"	12"
Gloves	St-Core St.	12"	12"	12"	12"	12"	12"
Gloves	St-Core St.	12"	12"	12"	12"	12"	12"
Gloves	St-Core St.	12"	12"	12"	12"	12"	12"
Gloves	St-Core St.	12"	12"	12"	12"	12"	12"
Gloves	St-Core St.	12"	12"	12"	12"	12"	12"
Gloves	St-Core St.	12"	12"	12"	12"	12"	12"
Gloves	St-Core St.	12"	12"	12"	12"	12"	12"

## Elbow Pads

Product/Model	Height	31"-37"	38"-44"	44"-48"	48"-54"	54"-60"	60"+
Elbow Pad	St-Core St.	12"	12"	12"	12"	12"	12"
Elbow Pad	St-Core St.	12"	12"	12"	12"	12"	12"
Elbow Pad	St-Core St.	12"	12"	12"	12"	12"	12"
Elbow Pad	St-Core St.	12"	12"	12"	12"	12"	12"
Elbow Pad	St-Core St.	12"	12"	12"	12"	12"	12"
Elbow Pad	St-Core St.	12"	12"	12"	12"	12"	12"
Elbow Pad	St-Core St.	12"	12"	12"	12"	12"	12"
Elbow Pad	St-Core St.	12"	12"	12"	12"	12"	12"
Elbow Pad	St-Core St.	12"	12"	12"	12"	12"	12"
Elbow Pad	St-Core St.	12"	12"	12"	12"	12"	12"

## Shin Guards

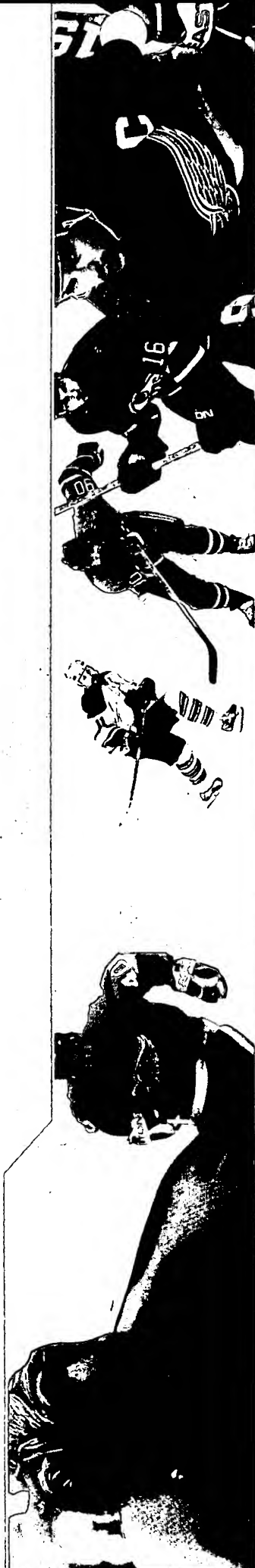
Product/Model	Height	31"-37"	38"-44"	44"-48"	48"-54"	54"-60"	60"+
Shin Guard	St-Core St.	12"	12"	12"	12"	12"	12"
Shin Guard	St-Core St.	12"	12"	12"	12"	12"	12"
Shin Guard	St-Core St.	12"	12"	12"	12"	12"	12"
Shin Guard	St-Core St.	12"	12"	12"	12"	12"	12"
Shin Guard	St-Core St.	12"	12"	12"	12"	12"	12"
Shin Guard	St-Core St.	12"	12"	12"	12"	12"	12"
Shin Guard	St-Core St.	12"	12"	12"	12"	12"	12"
Shin Guard	St-Core St.	12"	12"	12"	12"	12"	12"
Shin Guard	St-Core St.	12"	12"	12"	12"	12"	12"
Shin Guard	St-Core St.	12"	12"	12"	12"	12"	12"

## Shoulder Pads

Product/Model	Height	31"-37"	38"-44"	44"-48"	48"-54"	54"-60"	60"+
Shoulder Pad	St-Core St.	12"	12"	12"	12"	12"	12"
Shoulder Pad	St-Core St.	12"	12"	12"	12"	12"	12"
Shoulder Pad	St-Core St.	12"	12"	12"	12"	12"	12"
Shoulder Pad	St-Core St.	12"	12"	12"	12"	12"	12"
Shoulder Pad	St-Core St.	12"	12"	12"	12"	12"	12"
Shoulder Pad	St-Core St.	12"	12"	12"	12"	12"	12"
Shoulder Pad	St-Core St.	12"	12"	12"	12"	12"	12"
Shoulder Pad	St-Core St.	12"	12"	12"	12"	12"	12"
Shoulder Pad	St-Core St.	12"	12"	12"	12"	12"	12"
Shoulder Pad	St-Core St.	12"	12"	12"	12"	12"	12"

## Wood Stick Curves

Series	Mid 916 15 mm Lie 6	Heel 172 12 mm Lie 5.5	Toe 314 18 mm Lie 4	Mid 172 12 mm Lie 5.5	Mid-Heel 208 9 mm Lie 5	Heel 172 12 mm Lie 5.5	Mid 172 12 mm Lie 5.5
Z-Carbon 110	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
Z-Carbon 100	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
Z-Carbon 95	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
Z-Carbon 90	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
Z-Carbon 85	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
Z-Carbon 80	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
Ultra Lite	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
Classic	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
Classic Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
Classic Jr. Pro	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
Classic X-ABS	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
Classic X-ABS Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
Ultra ABS	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
Ultra ABS Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.
Ultra ABS Youth	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.	Yerman Jr.



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# The U.S. Hockey Stick & Replacement Blade Market

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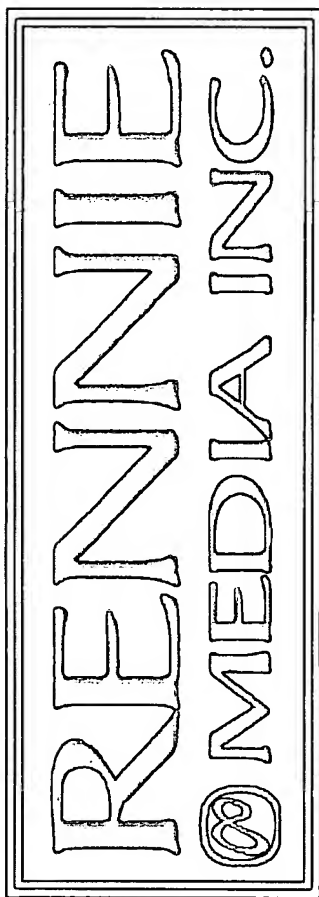
## Sales for the 2003 Season

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Canada L9Y 4L4  
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Fax: 705.445.8650  
E-mail: [rennies@rennies.net](mailto:rennies@rennies.net)

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## Sales for the 2003 Season

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April 2004

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## Sales for the 2003 Season

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# Methodology and Supplier Participation List

The Market Research Group of Remia Media Inc. circulated questionnaires to all key suppliers of hockey sticks, replacement blades and goalie sticks sold in the U.S. market. Suppliers were asked to provide data on stick and blade sales delivered during the 2003 calendar year (January 1st to December 31st, 2003). Shipment data includes product shipped to U.S. retail accounts only and is reported in U.S. dollars.

Suppliers returned each "individual company" questionnaire to Gaviller & Company LLP Chartered Accountants. The accounting firm consolidated all "individual company" data into an industry wide report. This report was audited and published by Remia Media Inc. on April 19, 2004.

This report is presented in a format that allows participating companies to calculate their market share in various stick and blade categories. Each company can also compare their average costs with the industry-wide averages. And finally, 2003 sales are compared with 2002 sales.

## 2003 Participating Suppliers

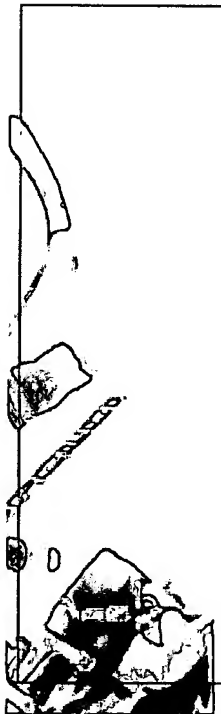
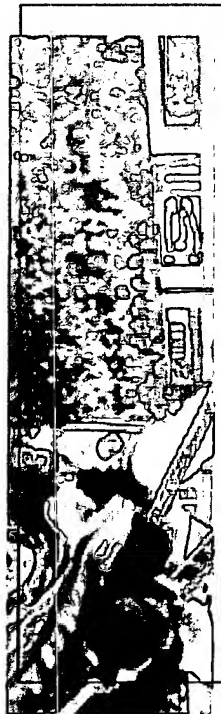
1. Bauer Nike Hockey USA Inc.
2. Brian's Custom Pro Mfg
3. Easton Sports
4. Hespeler Hockey
5. Innovative Hockey Inc.
6. ITECH Sport Products Inc.
7. Mission Hockey
8. Montreal Hockey Co.
9. Sherwood-Drolet Corp. Ltd.
10. The Hockey Company
11. TPS Hockey

## 2002 Participating Suppliers

1. Bauer Nike Hockey USA Inc.
2. Brian's Custom Pro Mfg
3. Easton Sports
4. Franklin Sports
5. Hespeler Hockey
6. Innovative Hockey Inc.
7. ITECH Sport Products Inc.
8. Louisville Hockey
9. Mission Hockey
10. Montreal Hockey Co.
11. Rockal Hockey
12. Sandie Hockey Inc.
13. Sherwood-Drolet Corp. Ltd.
14. The Hockey Company
15. Vic Hockey

# Sales Summary

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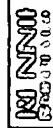


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# Total Sales Shipped January 1, 2003 Through December 31, 2003 (reported in U.S. dollars)

\*\*\*\*\*

	Dollar Sales		Dollar Market Share	
	2003 Total Sales	Our 2003 Total Sales	2003 Total Sales	Our 2003 Total Sales
<b>Hockey Sticks and Shafts</b>				
Adult Wood Sticks	\$ 9,004,132		11.2%	
Juvenile/Youth Wood Sticks	3,417,527		4.2%	
Adult Graphite or Composite Sticks	32,017,473		39.6%	
Juvenile Graphite or Composite Sticks	7,785,715		9.7%	
Adult Graphite or Composite Shafts	10,441,404		13.0%	
Juvenile Graphite or Composite Shafts	2,156,550		2.7%	
Adult Aluminum Sticks	NIL		0.0%	
Juvenile Aluminum Sticks	NIL		0.0%	
Adult Aluminum Shafts	N/A		N/A	
Juvenile Aluminum Shafts	N/A		N/A	
<b>TOTAL</b>	<b>\$ 64,822,801</b>		<b>80.4%</b>	

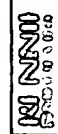


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# **Total Sales Shipped January 1, 2003 Through December 31, 2003** (reported in U.S. dollars)

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<b>Replacement Blades</b>			
Composin	\$ 6,787,624		8.4%
Senior (fiberglass-reinforced hoses)	2,772,516		3.4%
Senior (hoses not reinforced-reinforced)	1,272,773		1.6%
Junior (with and without reinforced hoses)	1,015,109		1.3%
PVC	NIL		0.0%
<b>TOTAL</b>	<b>\$ 11,848,022</b>		<b>14.7%</b>
<b>Goalie Sticks</b>			
Foam Core Sticks	\$ 2,811,562		3.5%
All Other Senior Sticks	776,025		1.0%
All Other Intermediate Sticks	119,728		0.1%
All Other Junior Sticks	238,311		0.3%
<b>TOTAL</b>	<b>\$ 3,945,626</b>		<b>4.9%</b>
<b>TOTAL U.S. MARKET</b>	<b>\$ 80,616,449</b>		<b>100.0%</b>



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## 2003 Sales Compared to 2002 Sales (reported in U.S. dollars)

Information is presented in U.S. dollars unless otherwise indicated.

	Dollar Sales			Dollar Market Share		
	2003 Total Sales	2002 Total Sales	Change	2003 Total Sales	2002 Total Sales	Change
<b>Hockey Sticks and Shafts</b>						
Adult Wood Sticks	\$ 9,004,132	\$ 12,065,326	- 30.0%	11.2%	18.5%	- 7.3%
Junior/Youth Wood Sticks	3,417,527	5,027,644	- 32.0%	4.2%	7.2%	- 3.0%
Adult Graphite or Composite Sticks	32,017,473	18,556,847	+ 72.5%	39.8%	26.7%	+ 12.9%
Junior Graphite or Composite Sticks	7,705,715	2,961,666	+ 162.9%	9.7%	4.3%	+ 5.4%
Adult Graphite or Composite Shafts	10,441,404	11,990,257	- 12.9%	13.0%	17.2%	- 4.2%
Junior Graphite or Composite Shafts	2,156,550	1,796,568	+ 20.0%	2.7%	2.8%	- 0.1%
Adult Aluminum Sticks	NIL	N/A	No change	0.0%	0.0%	No change
Junior Aluminum Sticks	NIL	N/A	No change	0.0%	0.0%	No change
Adult Aluminum Shafts	N/A	N/A	N/A	N/A	N/A	N/A
Junior Aluminum Shafts	N/A	N/A	N/A	N/A	N/A	N/A
<b>TOTAL</b>	<b>\$ 64,822,801</b>	<b>\$ 53,198,508</b>	<b>+ 21.9%</b>	<b>80.4%</b>	<b>76.5%</b>	<b>+ 3.9%</b>
<b>Replacement Blades</b>						
Composite	\$ 6,787,624	\$ 4,235,587	+ 60.3%	8.4%	6.1%	+ 2.3%
Senior (fiberglass-reinforced hosel)	2,772,516	3,947,314	- 29.8%	3.4%	5.7%	- 2.3%
Senior (hosel not reinforced-reinforced)	1,272,773	2,363,503	- 46.2%	1.6%	3.4%	- 1.8%
Junior (with and without reinforced hosels)	1,015,109	1,827,009	- 44.4%	1.3%	2.6%	- 1.3%
PVC	NIL	NIL	No change	0.0%	0.0%	No change
<b>TOTAL</b>	<b>\$ 11,848,022</b>	<b>\$ 12,373,893</b>	<b>- 4.2%</b>	<b>14.7%</b>	<b>17.8%</b>	<b>- 3.1%</b>
<b>Goalie Sticks</b>						
Foam Core Sticks	\$ 2,811,562	\$ 2,566,473	+ 9.5%	3.5%	3.6%	- 0.1%
All Other Senior Sticks	776,025	1,072,415	- 27.6%	1.0%	1.5%	- 0.5%
All Other Intermediate Sticks	119,728	39,615	+ 202.2%	0.1%	0.1%	No change
All Other Junior Sticks	238,311	319,805	- 25.5%	0.3%	0.5%	- 0.2%
<b>TOTAL</b>	<b>\$ 3,945,626</b>	<b>\$ 3,998,308</b>	<b>- 1.3%</b>	<b>4.9%</b>	<b>5.7%</b>	<b>- 0.8%</b>
<b>TOTAL U.S. MARKET</b>	<b>\$ 80,616,449</b>	<b>\$ 69,570,709</b>	<b>+ 15.9%</b>	<b>100.0%</b>	<b>100.0%</b>	

# Historical Sales Summary

(reported in U.S. dollars)

	2003	2002	2001	2000	1999	Change (%)
	Total Sales	Total Sales	Total Sales	Total Sales	Total Sales	
<b>Hockey Sticks and Shafts</b>						
Adult Wood Sticks	\$ 9,004,132	\$ 12,855,326	\$ 16,585,168	\$ 17,204,257	\$ 19,518,273	+ 30.0%
Junior/Youth Wood Sticks	3,417,527	5,027,844	5,524,782	5,569,505	5,113,333	+ 32.0%
Adult Graphite or Composite Sticks	32,017,473	18,556,847	2,982,726	3,109,885	3,866,490	+ 72.5%
Junior Graphite or Composite Sticks	7,785,715	2,961,866	2,019,230	1,754,637	2,021,939	+ 162.9%
Adult Graphite or Composite Shafts	10,441,404	11,990,257	12,156,764	10,782,717	12,618,475	+ 12.9%
Junior Graphite or Composite Shafts	2,156,550	1,796,568	1,947,474	1,778,845	1,486,398	+ 20.0%
Adult Aluminum Sticks & Shafts	N/A	N/A	251,010	413,176	646,498	N/A
Junior Aluminum Sticks & Shafts	N/A	N/A	34,337	191,358	334,643	N/A
<b>TOTAL</b>	<b>\$ 64,822,801</b>	<b>\$ 53,198,508</b>	<b>\$ 41,501,491</b>	<b>\$ 40,804,380</b>	<b>\$ 44,606,039</b>	<b>+ 21.9%</b>
<b>Replacement Blades</b>						
Composite	\$ 6,787,024	\$ 4,235,587	\$ 1,179,007	\$ 2,710,093	\$ 1,811,310	+ 60.3%
Senior (fiberglass-reinforced hosel)	2,772,518	3,947,314	3,716,573	4,024,774	7,652,146	+ 29.8%
Senior (hosel not reinforced-reinforced)	1,272,773	2,383,903	945,914	2,985,744	2,381,286	+ 46.2%
Junior (with and without reinforced hosels)	1,015,109	1,827,089	1,098,588	1,671,614	1,338,993	+ 44.4%
PVC	NIL	NIL	N/A	N/A	77,116	No change
<b>TOTAL</b>	<b>\$ 11,848,022</b>	<b>\$ 12,373,893</b>	<b>\$ 6,940,080</b>	<b>\$ 13,462,225</b>	<b>\$ 13,260,851</b>	<b>+ 4.2%</b>
<b>Goalie Sticks</b>						
Foam Core Sticks	\$ 2,811,562	\$ 2,548,473	\$ 2,078,058	\$ 1,158,459	\$ N/A	+ 9.5%
All Other Senior Sticks	776,025	1,072,415	1,426,350	1,630,507	3,337,433	+ 27.6%
All Other Intermediate Sticks	110,728	39,615	245,882	164,643	291,544	+ 202.2%
All Other Junior Sticks	238,311	319,805	416,955	329,710	378,242	+ 25.5%
<b>TOTAL</b>	<b>\$ 3,945,626</b>	<b>\$ 3,998,308</b>	<b>\$ 4,167,234</b>	<b>\$ 3,283,319</b>	<b>\$ 4,007,410</b>	<b>+ 1.3%</b>
<b>TOTAL U.S. MARKET</b>	<b>\$ 80,616,449</b>	<b>\$ 69,570,709</b>	<b>\$ 52,608,805</b>	<b>\$ 57,549,924</b>	<b>\$ 61,874,309</b>	<b>+ 15.8%</b>

Note:

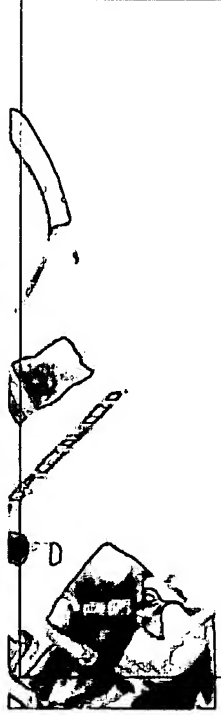
†† 2003 sales compared to 2002 sales

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- Aluminum Sticks and Shafts



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# Total Sales Shipped January 1, 2003 Through December 31, 2003 (reported in U.S. dollars)

## Adult Sticks With Wood/Graphite/Fiberglass Shafts

Net Dealer Cost	Sales (Units)	Our Sales (In Units)	Our Market Share (In Units)	Sales (Dollars)	Our Sales (In Dollars)	Our Market Share (In Dollars)	Industry-Wide Average Cost	Our Average Cost
\$18 and over	59,444			\$ 1,409,358			\$ 23.71	
Under \$18	60,371			931,656			15.43	
<b>TOTAL</b>	<b>119,815</b>			<b>\$ 2,341,014</b>			<b>\$ 19.54</b>	

## Adult Sticks With Wood/Fiberglass Shafts

Net Dealer Cost	Sales (Units)	Our Sales (In Units)	Our Market Share (In Units)	Sales (Dollars)	Our Sales (In Dollars)	Our Market Share (In Dollars)	Industry-Wide Average Cost	Our Average Cost
\$17 and over	39,174			\$ 770,891			\$ 19.68	
\$15 to \$16.99	44,246			699,643			15.81	
Under \$15	74,847			817,027			10.92	
<b>TOTAL</b>	<b>158,267</b>			<b>\$ 2,287,551</b>			<b>\$ 14.45</b>	

## Adult Sticks With All Wood Shafts

Net Dealer Cost	Sales (Units)	Our Sales (In Units)	Our Market Share (In Units)	Sales (Dollars)	Our Sales (In Dollars)	Our Market Share (In Dollars)	Industry-Wide Average Cost	Our Average Cost
\$10 and over	189,032			\$ 2,613,574			\$ 13.83	
\$8 to \$9.99	82,209			695,627			9.45	
Under \$8	106,083			1,066,906			6.42	
<b>TOTAL</b>	<b>437,414</b>			<b>\$ 4,375,567</b>			<b>\$ 10.00</b>	



# **Total Sales Shipped January 1, 2003 Through December 31, 2003** (reported in U.S. dollars)

## **Total Adult Wood Sticks**

	Sales (Units)	Our Sales (in Units)	Our Market Share (in Units)	Sales (Dollars)	Our Sales (in Dollars)	Our Market Share (in Dollars)	Industry-Wide Average Cost	Our Average Cost
<b>TOTAL</b>	<b>715,496</b>			<b>\$ 9,004,132</b>			<b>\$ 12.58</b>	

## **Junior/Youth Sticks With Wood/Graphite/Fiberglass Shafts**

	Sales (Units)	Our Sales (in Units)	Our Market Share (in Units)	Sales (Dollars)	Our Sales (in Dollars)	Our Market Share (in Dollars)	Industry-Wide Average Cost	Our Average Cost
<b>Net Dealer Cost</b>								
<b>All prices</b>	<b>25,862</b>			<b>\$ 277,381</b>			<b>\$ 10.73</b>	

## **Junior/Youth Sticks With Wood/Fiberglass Shafts**

	Sales (Units)	Our Sales (in Units)	Our Market Share (in Units)	Sales (Dollars)	Our Sales (in Dollars)	Our Market Share (in Dollars)	Industry-Wide Average Cost	Our Average Cost
<b>Net Dealer Cost</b>								
<b>\$10 and over</b>	<b>29,339</b>			<b>\$ 360,760</b>			<b>\$ 12.30</b>	
<b>\$3 to \$9.99</b>	<b>13,715</b>			<b>115,844</b>			<b>8.45</b>	
<b>Under \$8</b>	<b>12,702</b>			<b>70,444</b>			<b>5.55</b>	
<b>TOTAL</b>	<b>55,756</b>			<b>\$ 547,048</b>			<b>\$ 9.81</b>	

## Total Sales Shipped January 1, 2003 Through December 31, 2003 (reported in U.S. dollars)

### Junior/Youth Sticks With All Wood Shafts

	Sales (Units)	Our Sales (In Units)	Our Market Share (In Units)	Sales (Dollars)	Our Sales (In Dollars)	Our Market Share (In Dollars)	Industry-Wide Average Cost	Our Average Cost
Net Order Cost								
\$5 and over	317,457			\$ 2,312,989			\$ 7.29	
Under \$5	65,847			280,109			4.25	
<b>TOTAL</b>	<b>383,304</b>			<b>\$ 2,593,098</b>			<b>\$ 6.77</b>	

### Total Junior/Youth Wood Sticks

	Sales (Units)	Our Sales (In Units)	Our Market Share (In Units)	Sales (Dollars)	Our Sales (In Dollars)	Our Market Share (In Dollars)	Industry-Wide Average Cost	Our Average Cost
<b>TOTAL</b>	<b>484,922</b>			<b>\$ 3,417,527</b>			<b>\$ 7.35</b>	

### Total All Conventional Wood Sticks

	Sales (Units)	Our Sales (In Units)	Our Market Share (In Units)	Sales (Dollars)	Our Sales (In Dollars)	Our Market Share (In Dollars)	Industry-Wide Average Cost	Our Average Cost
<b>TOTAL</b>	<b>1,180,418</b>			<b>\$ 12,421,659</b>			<b>\$ 10.52</b>	

## Total Sales Shipped January 1, 2003 Through December 31, 2003 (reported in U.S. dollars)

### Adult Graphite or Composite Full Sticks (shaft & blade combos and one-piece sticks)

Net Dealer Cost	Sales (Units)	Our Sales (In Units)	Our Market Share (In Units)	Sales (Dollars)	Our Sales (In Dollars)	Our Market Share (In Dollars)	Industry-Wide Average Cost	Our Average Cost
\$75 and over	320,015			\$ 30,074,835			\$ 93.98	
\$50 to \$74.99	14,028			860,925			61.37	
\$25 to \$49.99	12,029			491,482			40.86	
Under \$25	26,425			590,231			22.34	
<b>TOTAL</b>	<b>372,497</b>			<b>\$ 32,017,473</b>			<b>\$ 85.95</b>	

### Junior Graphite or Composite Full Sticks (shaft & blade combos and one-piece sticks)

Net Dealer Cost	Sales (Units)	Our Sales (In Units)	Our Market Share (In Units)	Sales (Dollars)	Our Sales (In Dollars)	Our Market Share (In Dollars)	Industry-Wide Average Cost	Our Average Cost
\$25 and over	98,456			\$ 7,484,011			\$ 76.01	
Under \$25	18,443			301,704			16.36	
<b>TOTAL</b>	<b>116,899</b>			<b>\$ 7,785,715</b>			<b>\$ 66.60</b>	

### Total Graphite or Composite Full Sticks

	Sales (Units)	Our Sales (In Units)	Our Market Share (In Units)	Sales (Dollars)	Our Sales (In Dollars)	Our Market Share (In Dollars)	Industry-Wide Average Cost	Our Average Cost
<b>TOTAL</b>	<b>489,396</b>			<b>\$ 39,803,188</b>			<b>\$ 81.33</b>	

# **Total Sales Shipped January 1, 2003 Through December 31, 2003** (reported in U.S. dollars)

## **Adult Graphite or Composite Shafts**

Net Dealer Cost	Sales (Units)	Our Sales (in Units)	Our Market Share (in Units)	Sales (Dollars)	Our Sales (in Dollars)	Our Market Share (in Dollars)	Industry-Wide Average Cost	Our Average Cost
\$60 and over	105,254			\$ 6,785,659			\$ 64.47	
\$45 to \$59.99	58,748			3,009,980			51.24	
\$30 to \$44.99	14,938			500,622			33.51	
Under \$30	9,036			145,143			16.08	
<b>TOTAL</b>	<b>187,976</b>			<b>\$ 10,441,404</b>			<b>\$ 55.55</b>	

## **Junior Graphite or Composite Shafts**

Net Dealer Cost	Sales (Units)	Our Sales (in Units)	Our Market Share (in Units)	Sales (Dollars)	Our Sales (in Dollars)	Our Market Share (in Dollars)	Industry-Wide Average Cost	Our Average Cost
All prices	70,011			\$ 2,156,550			\$ 30.80	

## **Total Graphite or Composite Shafts**

Sales (Units)	Our Sales (in Units)	Our Market Share (in Units)	Sales (Dollars)	Our Sales (in Dollars)	Our Market Share (in Dollars)	Industry-Wide Average Cost	Our Average Cost
<b>257,987</b>			<b>\$ 12,597,954</b>			<b>\$ 48.83</b>	

## **Total All Graphite or Composite Sticks and Shafts**

Sales (Units)	Our Sales (in Units)	Our Market Share (in Units)	Sales (Dollars)	Our Sales (in Dollars)	Our Market Share (in Dollars)	Industry-Wide Average Cost	Our Average Cost
<b>747,383</b>			<b>\$ 52,401,142</b>			<b>\$ 70.11</b>	

# **Total Sales Shipped January 1, 2003 Through December 31, 2003** (reported in U.S. dollars)

## **Adult Aluminum Full Sticks**

Net Dealer Cost	Sales (Units)	Our Sales (in Units)	Our Market Share (in Units)	Sales (Dollars)	Our Sales (in Dollars)	Our Market Share (in Dollars)	Industry-Wide Average Cost	Our Average Cost
\$45 and over	NIL			\$ NIL			\$ N/A	
\$35 to \$44.99	NIL			NIL			N/A	
Under \$35	NIL			NIL			N/A	
<b>TOTAL</b>	<b>NIL</b>			<b>\$ NIL</b>			<b>\$ N/A</b>	

## **Junior Aluminum Full Sticks**

Net Dealer Cost	Sales (Units)	Our Sales (in Units)	Our Market Share (in Units)	Sales (Dollars)	Our Sales (in Dollars)	Our Market Share (in Dollars)	Industry-Wide Average Cost	Our Average Cost
\$25 and over	NIL			\$ NIL			\$ N/A	
Under \$25	NIL			NIL			N/A	
<b>TOTAL</b>	<b>NIL</b>			<b>\$ NIL</b>			<b>\$ N/A</b>	

## **Total Aluminum Full Sticks**

	Sales (Units)	Our Sales (in Units)	Our Market Share (in Units)	Sales (Dollars)	Our Sales (in Dollars)	Our Market Share (in Dollars)	Industry-Wide Average Cost	Our Average Cost
<b>TOTAL</b>	<b>NIL</b>			<b>\$ NIL</b>			<b>\$ N/A</b>	

## Total Sales Shipped January 1, 2003 Through December 31, 2003 (reported in U.S. dollars)

### Adult Aluminum Shafts

Net Dealer Cost	Sales (Units)	Our Sales (In Units)	Our Market Share (In Units)	Sales (Dollars)	Our Sales (In Dollars)	Our Market Share (In Dollars)	Industry-Wide Average Cost	Our Average Cost
\$25 and over	N/A			\$ N/A			\$ N/A	
Under \$25	N/A			N/A			N/A	
<b>TOTAL</b>	<b>N/A</b>			<b>\$ N/A</b>			<b>\$ N/A</b>	

### Junior Aluminum Shafts

Net Dealer Cost	Sales (Units)	Our Sales (In Units)	Our Market Share (In Units)	Sales (Dollars)	Our Sales (In Dollars)	Our Market Share (In Dollars)	Industry-Wide Average Cost	Our Average Cost
All prices	N/A			\$ N/A			\$ N/A	

### Total Aluminum Shafts

Sales (Units)	Our Sales (In Units)	Our Market Share (In Units)	Sales (Dollars)	Our Sales (In Dollars)	Our Market Share (In Dollars)	Industry-Wide Average Cost	Our Average Cost
<b>TOTAL</b>	<b>N/A</b>		<b>\$ N/A</b>			<b>\$ N/A</b>	

### Total Aluminum Sticks and Shafts

Sales (Units)	Our Sales (In Units)	Our Market Share (In Units)	Sales (Dollars)	Our Sales (In Dollars)	Our Market Share (In Dollars)	Industry-Wide Average Cost	Our Average Cost
<b>TOTAL</b>	<b>N/A</b>		<b>\$ N/A</b>			<b>\$ N/A</b>	

# Summary of 2003 Hockey Stick & Shaft Sales

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## Total Sales Shipped January 1, 2003 Through December 31, 2003 (reported in U.S. dollars)

	Sales (Units)	Our Sales (In Units)	Our Market Share (In Units)	Sales (Dollars)	Our Sales (In Dollars)	Our Market Share (In Dollars)	Industry-Wide Average Cost	Our Average Cost
Total Adult Wood Sticks	715,496			\$ 9,004,132			\$ 12.58	
Total Junior/Youth Wood Sticks	464,922			3,417,527			7.35	
Total Adult Graphite or Composite Sticks	372,497			32,017,473			85.95	
Total Junior Graphite or Composite Sticks	116,899			7,785,715			66.60	
Total Adult Graphite or Composite Shafts	187,976			10,441,404			55.55	
Total Junior Graphite or Composite Shafts	70,011			2,156,560			30.80	
Total Adult Aluminum Sticks	NIL			NIL			N/A	
Total Junior Aluminum Sticks	NIL			NIL			N/A	
Total Adult Aluminum Shafts	N/A			N/A			N/A	
Total Junior Aluminum Shafts	N/A			N/A			N/A	
<b>TOTAL</b>	<b>1,927,801</b>			<b>\$ 64,822,801</b>			<b>\$ 33.63</b>	

## 2003 Sales Compared to 2002 Sales

### Adult Sticks With Wood/Graphite/Fiberglass Shafts

Net Dealer Cost	Unit Sales			Dollar Sales			Average Cost		
	2003	2002	Change	2003	2002	Change	2003	2002	Change
\$18 and over	50,444	110,830	- 46.4%	\$ 1,400,298	\$ 2,508,437	- 43.8%	\$ 23.71	\$ 22.63	- 4.8%
Under \$18	60,371	88,081	- 31.5%	931,656	1,427,189	- 34.7%	15.43	16.20	- 4.8%
<b>TOTAL</b>	<b>110,815</b>	<b>198,917</b>	<b>- 39.8%</b>	<b>\$ 2,341,014</b>	<b>\$ 3,935,626</b>	<b>- 40.5%</b>	<b>\$ 19.54</b>	<b>\$ 19.79</b>	<b>- 1.3%</b>

### Adult Sticks With Wood/Fiberglass Shafts

Net Dealer Cost	Unit Sales			Dollar Sales			Average Cost		
	2003	2002	Change	2003	2002	Change	2003	2002	Change
\$17 and over	39,174	25,860	+ 51.5%	\$ 770,881	\$ 484,514	+ 59.1%	\$ 19.68	\$ 18.74	+ 5.0%
\$15 to \$16.99	44,246	121,362	- 63.6%	669,643	1,030,781	- 63.0%	15.01	15.91	- 0.6%
Under \$15	74,847	88,244	- 13.2%	817,027	1,083,236	- 24.6%	10.92	12.56	- 13.1%
<b>TOTAL</b>	<b>158,267</b>	<b>233,466</b>	<b>- 32.2%</b>	<b>\$ 2,257,551</b>	<b>\$ 3,498,531</b>	<b>- 34.6%</b>	<b>\$ 14.45</b>	<b>\$ 14.80</b>	<b>- 3.5%</b>

### Adult Sticks With All Wood Shafts

Net Dealer Cost	Unit Sales			Dollar Sales			Average Cost		
	2003	2002	Change	2003	2002	Change	2003	2002	Change
\$10 and over	189,032	247,886	- 23.7%	\$ 2,613,574	\$ 3,327,556	- 21.5%	\$ 13.83	\$ 13.42	- 3.1%
\$8 to \$9.99	82,289	130,057	- 36.7%	695,027	1,116,540	- 37.8%	8.45	8.59	- 1.6%
Under \$8	166,093	158,045	+ 5.1%	1,366,965	987,073	+ 38.1%	8.42	6.25	+ 2.7%
<b>TOTAL</b>	<b>437,414</b>	<b>535,988</b>	<b>- 18.4%</b>	<b>\$ 4,375,567</b>	<b>\$ 5,431,169</b>	<b>- 19.4%</b>	<b>\$ 10.00</b>	<b>\$ 10.13</b>	<b>- 1.3%</b>



## 2003 Sales Compared to 2002 Sales

### Total All Adult Wood Sticks

	Unit Sales			Dollar Sales			Average Cost		
	2003	2002	Change	2003	2002	Change	2003	2002	Change
TOTAL	715,496	968,401	- 26.1%	\$ 9,004,132	\$ 12,865,326	- 30.0%	\$ 12.58	\$ 13.29	- 5.3%

### Junior/Youth Sticks With Wood/Graphite/Fiberglass Shafts

	Unit Sales			Dollar Sales			Average Cost		
	2003	2002	Change	2003	2002	Change	2003	2002	Change
Net Dealer Cost	25,862	20,012	+ 29.2%	\$ 277,381	\$ 272,006	- 2.0%	\$ 10.73	\$ 13.60	- 21.1%
All prices									

### Junior/Youth Sticks With Wood/Fiberglass Shafts

	Unit Sales			Dollar Sales			Average Cost		
	2003	2002	Change	2003	2002	Change	2003	2002	Change
Net Dealer Cost	29,339	62,142	- 52.8%	\$ 360,760	\$ 728,722	- 50.5%	\$ 12.30	\$ 11.73	- 4.9%
\$10 and over	13,715	18,220	- 24.7%	115,844	171,735	- 32.5%	8.45	9.43	- 10.4%
\$8 to \$9.99	12,702	7,439	+ 70.7%	70,444	48,140	+ 52.7%	5.55	6.20	- 10.5%
Under \$8	55,756	87,801	- 36.5%	\$ 547,048	\$ 946,597	- 42.2%	\$ 9.81	\$ 10.78	- 9.0%
TOTAL									

### Junior/Youth Sticks With All Wood Shafts

	Unit Sales			Dollar Sales			Average Cost		
	2003	2002	Change	2003	2002	Change	2003	2002	Change
Net Dealer Cost	317,457	452,689	- 29.9%	\$ 2,312,989	\$ 3,403,373	- 32.0%	\$ 7.29	\$ 7.52	- 3.1%
\$5 and over	65,847	99,177	- 33.6%	280,109	405,608	- 30.9%	4.25	4.09	- 3.9%
Under \$5	383,304	551,866	- 30.5%	\$ 2,593,098	\$ 3,808,981	- 31.9%	\$ 6.77	\$ 6.90	- 1.9%
TOTAL									

## 2003 Sales Compared to 2002 Sales

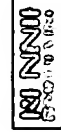
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### Total All Junior/Youth Wood Sticks

Unit Sales		Dollar Sales		Average Cost	
2003	2002	2003	2002	2003	2002
	Change		Change		Change
464,922	659,679 - 29.5%	\$ 3,417,527	\$ 5,027,644 - 32.0%	\$ 7.35	\$ 7.62 - 3.5%
<b>TOTAL</b>					

### Total All Conventional Wood Sticks

Unit Sales		Dollar Sales		Average Cost	
2003	2002	2003	2002	2003	2002
	Change		Change		Change
1,180,418	1,528,080 - 27.5%	\$ 12,421,559	\$ 17,892,970 - 30.6%	\$ 10.52	\$ 10.99 - 4.3%
<b>TOTAL</b>					



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## 2003 Sales Compared to 2002 Sales

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### Adult Graphite or Composite Full Sticks (shaft & blade combos and one-piece sticks)

Net Dealer Cost	Unit Sales		Dollar Sales		Average Cost	
	2003	2002	Change	2003	2002	Change
\$75 and over	320,015	190,395	+ 68.1%	\$ 30,074,835	\$ 17,493,066	+ 71.9%
\$50 to \$74.99	14,028	5,980	+ 134.6%	160,925	401,057	+ 114.7%
\$35 to \$49.99	12,029	3,632	+ 231.2%	491,482	151,885	+ 223.6%
Under \$35	28,425	23,728	+ 11.4%	590,231	513,839	+ 15.5%
<b>TOTAL</b>	<b>372,497</b>	<b>223,735</b>	<b>+ 66.5%</b>	<b>\$ 32,017,473</b>	<b>\$ 18,556,847</b>	<b>+ 72.5%</b>
				\$ 93.98	\$ 91.88	+ 2.3%
				61.37	67.07	- 8.5%
				40.86	41.82	- 2.3%
				22.34	21.53	+ 3.8%
				\$ 85.95	\$ 82.94	+ 3.6%

### Junior Graphite or Composite Full Sticks (shaft & blade combos and one-piece sticks)

Net Dealer Cost	Unit Sales		Dollar Sales		Average Cost	
	2003	2002	Change	2003	2002	Change
\$25 and over	98,456	35,686	+ 175.9%	\$ 7,484,011	\$ 2,582,178	+ 189.8%
Under \$25	18,443	21,994	- 16.1%	301,704	379,688	- 20.5%
<b>TOTAL</b>	<b>116,899</b>	<b>57,680</b>	<b>+ 102.7%</b>	<b>\$ 7,785,715</b>	<b>\$ 2,861,866</b>	<b>+ 162.9%</b>
				\$ 76.01	\$ 72.36	+ 5.0%
				15.36	17.26	- 5.2%
				\$ 66.60	\$ 51.35	+ 29.7%

### Total All Graphite or Composite Full Sticks

Net Dealer Cost	Unit Sales		Dollar Sales		Average Cost	
	2003	2002	Change	2003	2002	Change
<b>TOTAL</b>	<b>489,396</b>	<b>281,415</b>	<b>+ 73.9%</b>	<b>\$ 39,803,188</b>	<b>\$ 21,516,713</b>	<b>+ 85.0%</b>
				\$ 81.33	\$ 76.47	+ 6.4%

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## 2003 Sales Compared to 2002 Sales

### Adult Graphite or Composite Shafts

Net Dealer Cost	Unit Sales		Dollar Sales		Average Cost	
	2003	2002	Change	2003	2002	Change
\$60 and over	105,254	120,310	- 12.5%	\$ 6,785,659	\$ 7,576,179	- 10.4%
\$45 to \$59.99	58,748	60,191	- 2.4%	3,009,980	3,138,895	- 4.1%
\$30 to \$44.99	14,938	29,373	- 49.1%	500,622	1,012,512	- 50.6%
Under \$30	9,036	13,840	- 34.7%	145,143	261,671	- 44.5%
<b>TOTAL</b>	<b>187,976</b>	<b>223,714</b>	<b>- 16.0%</b>	<b>\$ 10,441,404</b>	<b>\$ 11,989,257</b>	<b>- 12.9%</b>

### Junior Graphite or Composite Shafts

Net Dealer Cost	Unit Sales		Dollar Sales		Average Cost	
	2003	2002	Change	2003	2002	Change
All prices	70,011	62,569	+ 11.9%	\$ 2,156,550	\$ 1,796,508	+ 20.0%

### Total All Graphite or Composite Shafts

Net Dealer Cost	Unit Sales		Dollar Sales		Average Cost	
	2003	2002	Change	2003	2002	Change
TOTAL	257,987	286,283	- 9.9%	\$ 12,597,954	\$ 13,785,825	- 8.6%

### Total All Graphite or Composite Sticks and Shafts

Net Dealer Cost	Unit Sales		Dollar Sales		Average Cost	
	2003	2002	Change	2003	2002	Change
TOTAL	747,383	567,688	+ 31.7%	\$ 52,401,142	\$ 35,305,538	+ 48.4%

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# 2003 Sales Compared to 2002 Sales

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## Adult Aluminum Full Sticks

Net Dealer Cost	Unit Sales		Dollar Sales		Average Cost	
	2003	2002	Change	2003	2002	Change
\$45 and over	NIL	NIL	No change	\$ NIL	\$ NIL	N/A
\$35 to \$44.99	NIL	NIL	No change	NIL	N/A	N/A
Under \$35	NIL	NIL	No change	NIL	N/A	N/A
<b>TOTAL</b>	<b>NIL</b>	<b>NIL</b>	<b>No change</b>	<b>\$ NIL</b>	<b>\$ N/A</b>	<b>N/A</b>

## Junior Aluminum Full Sticks

Net Dealer Cost	Unit Sales		Dollar Sales		Average Cost	
	2003	2002	Change	2003	2002	Change
\$25 and over	NIL	NIL	No change	\$ NIL	\$ NIL	N/A
Under \$25	NIL	NIL	No change	NIL	N/A	N/A
<b>TOTAL</b>	<b>NIL</b>	<b>NIL</b>	<b>No change</b>	<b>\$ NIL</b>	<b>\$ N/A</b>	<b>N/A</b>

## Total All Aluminum Full Sticks

Net Dealer Cost	Unit Sales		Dollar Sales		Average Cost	
	2003	2002	Change	2003	2002	Change
\$45 and over	NIL	NIL	No change	\$ NIL	\$ NIL	N/A
\$35 to \$44.99	NIL	NIL	No change	NIL	N/A	N/A
Under \$35	NIL	NIL	No change	NIL	N/A	N/A
<b>TOTAL</b>	<b>NIL</b>	<b>NIL</b>	<b>No change</b>	<b>\$ NIL</b>	<b>\$ N/A</b>	<b>N/A</b>

Net Dealer Cost	Unit Sales			Dollar Sales			Average Cost		
	2003	2002	Change	2003	2002	Change	2003	2002	Change
\$25 and over	N/A	N/A	N/A	\$	\$	N/A	\$	\$	N/A
Under \$25	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>TOTAL</b>	N/A	N/A	N/A	\$	\$	N/A	\$	\$	N/A

## Junior Aluminum Shafts

	Unit Sales			Dollar Sales			Average Cost		
	2003	2002	Change	2003	2002	Change	2003	2002	Change
Net Dealer Cost	N/A	N/A	N/A	\$	N/A	N/A	\$	N/A	N/A
All prices	N/A	N/A	N/A	\$	N/A	N/A	\$	N/A	N/A

## Total All Aluminum Shafts

	Unit Sales		Dollar Sales		Average Cost		Change
	2003	2002	Change	2003	2002	Change	
TOTAL	N/A	N/A	N/A	\$	N/A	\$	N/A

## Total All Aluminum Sticks and Shafts

	Unit Sales		Dollar Sales		Average Cost		Change
	2003	2002	Change	2003	2002	Change	
TOTAL	N/A	N/A	N/A	\$	N/A	\$	N/A

# Summary of Hockey Stick & Shaft Sales

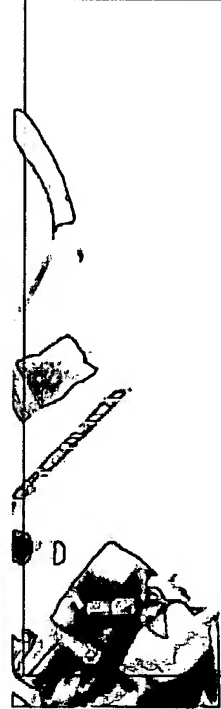
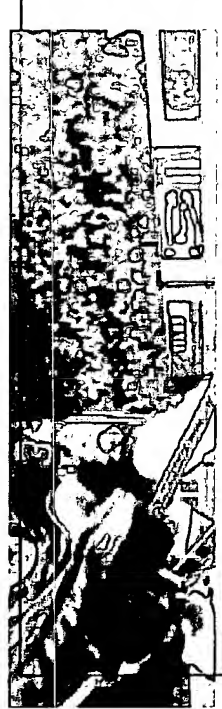
Information is presented for the period ending December 31, 2003. All figures are in U.S. dollars unless otherwise indicated.

## 2003 Sales Compared to 2002 Sales

	Unit Sales		Dollar Sales			Average Cost			
	2003	2002	Change	2003	2002	Change	2003	2002	Change
Total Adult Wood Sticks	715,496	968,401	- 26.1%	\$ 9,004,132	\$ 12,865,326	- 30.0%	\$ 12.58	\$ 13.29	- 5.3%
Total Junior/Youth Wood Sticks	464,922	659,679	- 29.5%	3,417,527	5,027,644	- 32.0%	7.35	7.62	- 3.5%
Total Adult Graphite or Composite Sticks	372,497	223,795	+ 66.5%	32,017,473	18,556,847	+ 72.5%	85.95	82.94	- 3.6%
Total Junior Graphite or Composite Sticks	116,899	57,680	+ 102.7%	7,785,715	2,961,866	+ 162.9%	66.60	51.35	- 29.7%
Total Adult Graphite or Composite Shafts	187,976	223,714	- 16.0%	10,441,404	11,990,257	- 12.9%	55.55	53.60	- 3.6%
Total Junior Graphite or Composite Shafts	70,011	62,569	+ 11.9%	2,156,560	1,796,568	+ 20.0%	30.80	28.71	+ 7.3%
Total Adult Aluminum Sticks	NIL	NIL	No change	NIL	NIL	No change	N/A	N/A	N/A
Total Junior Aluminum Sticks	NIL	NIL	No change	NIL	NIL	No change	N/A	N/A	N/A
Total Adult Aluminum Shafts	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Total Junior Aluminum Shafts	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
TOTAL	1,927,801	2,195,778	- 12.2%	\$ 64,822,801	\$ 53,198,508	+ 21.9%	\$ 33.63	\$ 24.23	+ 38.8%

# Replacement Blade Sales

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# Total Sales Shipped January 1, 2003 Through December 31, 2003 (reported in U.S. dollars)

## Composite Blades

Net Dealer Cost	Sales (Units)	Our Sales (In Units)	Our Market Share (In Units)	Sales (Dollars)	Our Sales (In Dollars)	Our Market Share (In Dollars)	Industry-Wide Average Cost	Our Average Cost
\$15 and over	231,873			\$ 6,432,486			\$ 27.74	
Under \$15	27,760			355,138			12.79	
<b>TOTAL</b>	<b>259,642</b>			<b>\$ 6,787,624</b>			<b>\$ 26.14</b>	

## Senior Blades (fiberglass-reinforced hosel)

Net Dealer Cost	Sales (Units)	Our Sales (In Units)	Our Market Share (In Units)	Sales (Dollars)	Our Sales (In Dollars)	Our Market Share (In Dollars)	Industry-Wide Average Cost	Our Average Cost
\$11 and over	148,875			\$ 2,046,537			\$ 13.75	
Under \$11	91,022			725,979			7.98	
<b>TOTAL</b>	<b>239,897</b>			<b>\$ 2,772,516</b>			<b>\$ 11.56</b>	

## Senior Blades (hosel not fiberglass-reinforced)

Net Dealer Cost	Sales (Units)	Our Sales (In Units)	Our Market Share (In Units)	Sales (Dollars)	Our Sales (In Dollars)	Our Market Share (In Dollars)	Industry-Wide Average Cost	Our Average Cost
\$8 and over	101,374			\$ 1,012,403			\$ 9.99	
Under \$8	50,647			260,370			5.14	
<b>TOTAL</b>	<b>152,021</b>			<b>\$ 1,272,773</b>			<b>\$ 8.37</b>	

# Total Sales Shipped January 1, 2003 Through December 31, 2003 (reported in U.S. dollars)

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## Junior Blades (with and without reinforced hosels)

Net Dealer Cost	Sales (Units)	Our Sales (in Units)	Our Market Share (in Units)	Sales (Dollars)	Our Sales (in Dollars)	Our Market Share (in Dollars)	Industry-Wide Average Cost	Our Average Cost
\$7 and over	106,335			\$ 949,478			\$ 8.93	
Under \$7	13,262			65,631			4.95	
<b>TOTAL</b>	<b>119,597</b>			<b>\$ 1,015,109</b>			<b>\$ 8.49</b>	

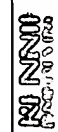
## PVC Blades

Net Dealer Cost	Sales (Units)	Our Sales (in Units)	Our Market Share (in Units)	Sales (Dollars)	Our Sales (in Dollars)	Our Market Share (in Dollars)	Industry-Wide Average Cost	Our Average Cost
All Prices	NIL			\$ NIL			\$ N/A	

## Total All Replacement Blades

Sales (Units)	Our Sales (in Units)	Our Market Share (in Units)	Sales (Dollars)	Our Sales (in Dollars)	Our Market Share (in Dollars)	Industry-Wide Average Cost	Our Average Cost
<b>TOTAL</b>	<b>771,157</b>		<b>\$ 11,848,022</b>			<b>\$ 15.36</b>	

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## 2003 Sales Compared to 2002 Sales

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### Composite Blades

Net Dealer Cost	Unit Sales		Dollar Sales		Average Cost	
	2003	2002	Change	2003	2002	Change
All prices (*)	259,642	158,705	+ 63.6%	\$ 6,787,624	\$ 4,235,587	+ 60.3%
				\$ 26.14	\$ 26.69	- 2.1%

(\*) Price lists were constructed from the original questionnaire in 2002 to prevent individual-company data.

### Senior Blades (fiberglass-reinforced hosel)

Net Dealer Cost	Unit Sales		Dollar Sales		Average Cost	
	2003	2002	Change	2003	2002	Change
\$11 and over	148,875	257,088	- 42.1%	\$ 2,046,537	\$ 3,430,301	- 40.3%
Under \$11	91,022	64,118	+ 42.0%	725,979	517,013	+ 40.4%
<b>TOTAL</b>	<b>239,897</b>	<b>321,206</b>	<b>- 25.3%</b>	<b>\$ 2,772,516</b>	<b>\$ 3,947,314</b>	<b>- 29.8%</b>
				\$ 13.75	\$ 13.34	+ 3.1%
				7.98	8.06	- 1.0%
				\$ 11.55	\$ 12.29	- 5.9%

### Senior Blades (hosel not fiberglass-reinforced)

Net Dealer Cost	Unit Sales		Dollar Sales		Average Cost	
	2003	2002	Change	2003	2002	Change
\$8 and over	101,374	185,081	- 45.2%	\$ 1,012,403	\$ 1,911,429	- 47.0%
Under \$8	50,647	62,946	- 19.5%	260,370	452,474	- 42.5%
<b>TOTAL</b>	<b>152,021</b>	<b>248,027</b>	<b>- 38.7%</b>	<b>\$ 1,272,773</b>	<b>\$ 2,363,903</b>	<b>- 46.2%</b>
				\$ 9.99	\$ 10.33	- 3.3%
				5.14	7.19	- 28.5%
				\$ 8.37	\$ 9.53	- 12.2%

# 2003 Sales Compared to 2002 Sales

RENNIS

## Junior Blades (with and without reinforced hosels)

Net Dealer Cost	Unit Sales			Dollar Sales			Average Cost	
	2003	2002	Change	2003	2002	Change	2003	2002
\$7 and over	106,335	183,860	- 42.2%	\$ 949,478	\$ 1,714,965	- 44.6%	\$ 8.93	\$ 9.33
Under \$7	13,262	20,855	- 36.4%	65,631	112,124	- 41.5%	4.95	5.39
<b>TOTAL</b>	<b>119,597</b>	<b>204,715</b>	<b>- 41.6%</b>	<b>\$ 1,015,109</b>	<b>\$ 1,827,089</b>	<b>- 44.4%</b>	<b>\$ 8.49</b>	<b>\$ 8.93</b>

## PVC Blades

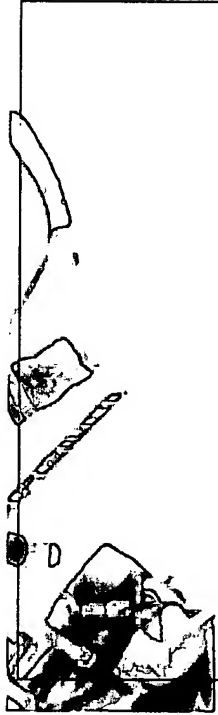
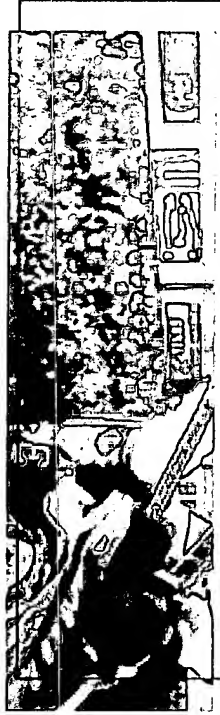
Net Dealer Cost	Unit Sales			Dollar Sales			Average Cost	
	2003	2002	Change	2003	2002	Change	2003	2002
All prices	NIL	NIL	No change	\$ NIL	\$ NIL	No change	\$ N/A	\$ N/A

## Total All Replacement Blades

Net Dealer Cost	Unit Sales			Dollar Sales			Average Cost	
	2003	2002	Change	2003	2002	Change	2003	2002
<b>TOTAL</b>	<b>771,157</b>	<b>832,653</b>	<b>- 17.3%</b>	<b>\$ 11,848,022</b>	<b>\$ 12,373,893</b>	<b>- 4.2%</b>	<b>\$ 15.36</b>	<b>\$ 13.27</b>

# Goalie Stick Sales

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# Total Sales Shipped January 1, 2003 Through December 31, 2003 (reported in U.S. dollars)

## Foam Core Goalie Sticks

Net Dealer Cost	Sales (Units)	Our Sales (in Units)	Our Market Share (in Units)	Sales (Dollars)	Our Sales (in Dollars)	Our Market Share (in Dollars)	Industry-Wide Average Cost	Our Average Cost
\$35 and over	37,879			\$ 1,401,051			\$ 38.57	
Under \$35	52,934			1,350,511			25.51	
<b>TOTAL</b>	<b>90,813</b>			<b>\$ 2,811,562</b>			<b>\$ 30.96</b>	

## All Other Senior Goalie Sticks

Net Dealer Cost	Sales (Units)	Our Sales (in Units)	Our Market Share (in Units)	Sales (Dollars)	Our Sales (in Dollars)	Our Market Share (in Dollars)	Industry-Wide Average Cost	Our Average Cost
\$25 and over	18,078			\$ 594,055			\$ 32.86	
\$20 to \$24.99	5,898			139,610			23.67	
Under \$20	2,550			42,360			16.61	
<b>TOTAL</b>	<b>26,526</b>			<b>\$ 776,025</b>			<b>\$ 29.26</b>	

## All Other Intermediate Goalie Sticks

Net Dealer Cost	Sales (Units)	Our Sales (in Units)	Our Market Share (in Units)	Sales (Dollars)	Our Sales (in Dollars)	Our Market Share (in Dollars)	Industry-Wide Average Cost	Our Average Cost
\$20 and over	3,830			\$ 117,762			\$ 29.96	
Under \$20	102			1,546			19.27	
<b>TOTAL</b>	<b>4,032</b>			<b>\$ 119,720</b>			<b>\$ 29.09</b>	

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# **Total Sales Shipped January 1, 2003 Through December 31, 2003** (reported in U.S. dollars)

## **All Other Junior Goalie Sticks**

Net Dealer Cost	Sales (Units)	Our Sales (in Units)	Our Market Share (in Units)	Sales (Dollars)	Our Sales (in Dollars)	Our Market Share (in Dollars)	Industry-Wide Average Cost	Our Average Cost
\$16 and over	9,523			\$ 202,383			\$ 21.25	
\$14 to \$15.99	1,430			21,758			15.22	
Under \$14	1,133			14,170			12.51	
<b>TOTAL</b>	<b>12,086</b>			<b>\$ 238,311</b>			<b>\$ 19.72</b>	

## **Total All Goalie Sticks**

	Sales (Units)	Our Sales (in Units)	Our Market Share (in Units)	Sales (Dollars)	Our Sales (in Dollars)	Our Market Share (in Dollars)	Industry-Wide Average Cost	Our Average Cost
<b>TOTAL</b>	<b>133,457</b>			<b>\$ 3,945,626</b>			<b>\$ 29.56</b>	

## Foam Core Goalie Sticks

	Unit Sales			Dollar Sales			Average Cost		
	2003	2002	Change	2003	2002	Change	2003	2002	Change
Net Order Cost									
90,813	78,944	15.0%	\$ 2,811,562	\$ 2,566,473	9.5%	\$ 30.96	\$ 32.51	4.8%	

All prices (\*)  
Price Vies were consolidated from the original questionnaire in 2002 to protect individual company data.

(\*) Pooled data were constructed from the original questionnaire in 2002 to protect individual-company data.

## All Other Senior Goalie Sticks

Net Dealer Cost	Unit Sales			Dollar Sales			Average Cost		
	2003	2002	Change	2003	2002	Change	2003	2002	Change
\$25 and Over	19,079	21,667	- 16.1%	\$ 694,056	\$ 750,884	- 21.8%	\$ 32.86	\$ 35.26	- 6.8%
\$20 to \$24.99	5,898	9,842	- 40.1%	139,610	231,938	- 39.8%	23.67	23.67	- 0.4%
Under \$20	2,550	4,840	- 47.3%	42,360	80,593	- 47.4%	16.61	16.65	- 0.2%
TOTAL	26,526	36,239	- 26.9%	\$ 776,025	\$ 1,072,415	- 27.6%	\$ 29.26	\$ 29.59	- 1.1%

## All Other Intermediate Goalie Sticks

Net Order Cost	Unit Sales		Dollar Sales		Average Cost		
	2003	2002	Change	2003	2002	Change	
4,032	1,935	1,935	+ 104.4%	\$ 119,728	\$ 99,615	+ 202.2%	
All prices 1")					\$ 20.69	\$ 20.47	+ 45.0%

...הוא שיש להבין את המושגים הללו כמובנים, ולא כמובנים. כלומר, המושגים הללו הם מושגים שיש להבין אותם כמובנים, ולא כמובנים. כלומר, המושגים הללו הם מושגים שיש להבין אותם כמובנים, ולא כמובנים.



## 2003 Sales Compared to 2002 Sales

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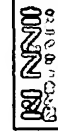
### All Other Junior Goalie Sticks

Net Dealer Cost	Unit Sales			Dollar Sales			Average Cost	
	2003	2002	Change	2003	2002	Change	2003	2002
\$16 and Over	9,523	13,737	- 30.7%	\$ 202,383	\$ 252,446	- 19.8%	\$ 21.25	\$ 18.38
Under \$16 (*)	2,563	4,729	- 45.6%	35,928	67,359	- 46.7%	14.02	14.24
<b>TOTAL</b>	<b>12,086</b>	<b>18,466</b>	<b>- 34.5%</b>	<b>\$ 238,311</b>	<b>\$ 319,805</b>	<b>- 25.5%</b>	<b>\$ 19.72</b>	<b>\$ 17.32</b>

(\*) Price lines were consolidated (from the original questionnaire) in 2002 to protect individual company data.

### Total All Goalie Sticks

Net Dealer Cost	Unit Sales			Dollar Sales			Average Cost	
	2003	2002	Change	2003	2002	Change	2003	2002
<b>TOTAL</b>	<b>133,457</b>	<b>135,584</b>	<b>- 1.6%</b>	<b>\$ 3,945,626</b>	<b>\$ 3,998,300</b>	<b>- 1.3%</b>	<b>\$ 29.56</b>	<b>\$ 29.49</b>

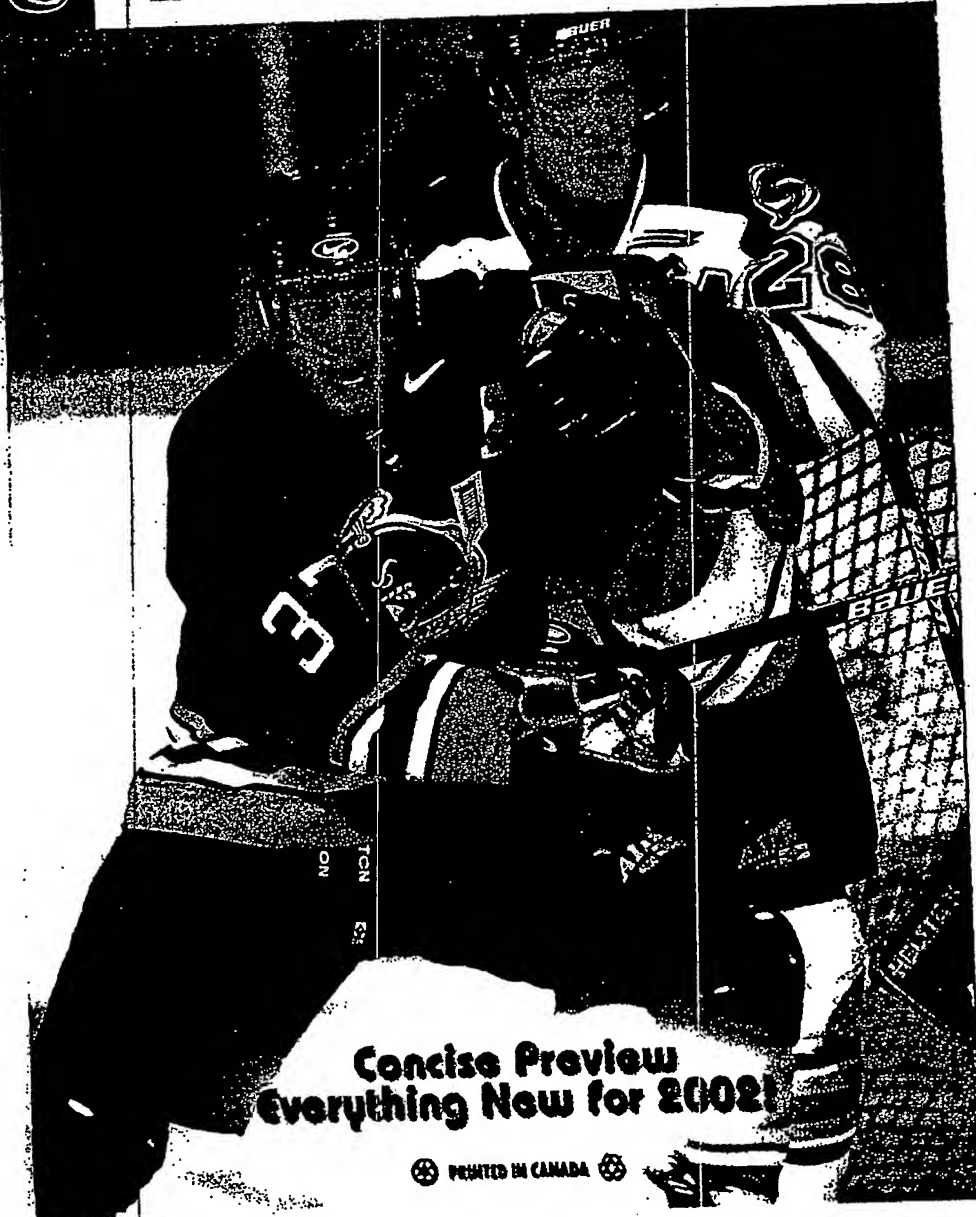


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# HOCKEY TRADES

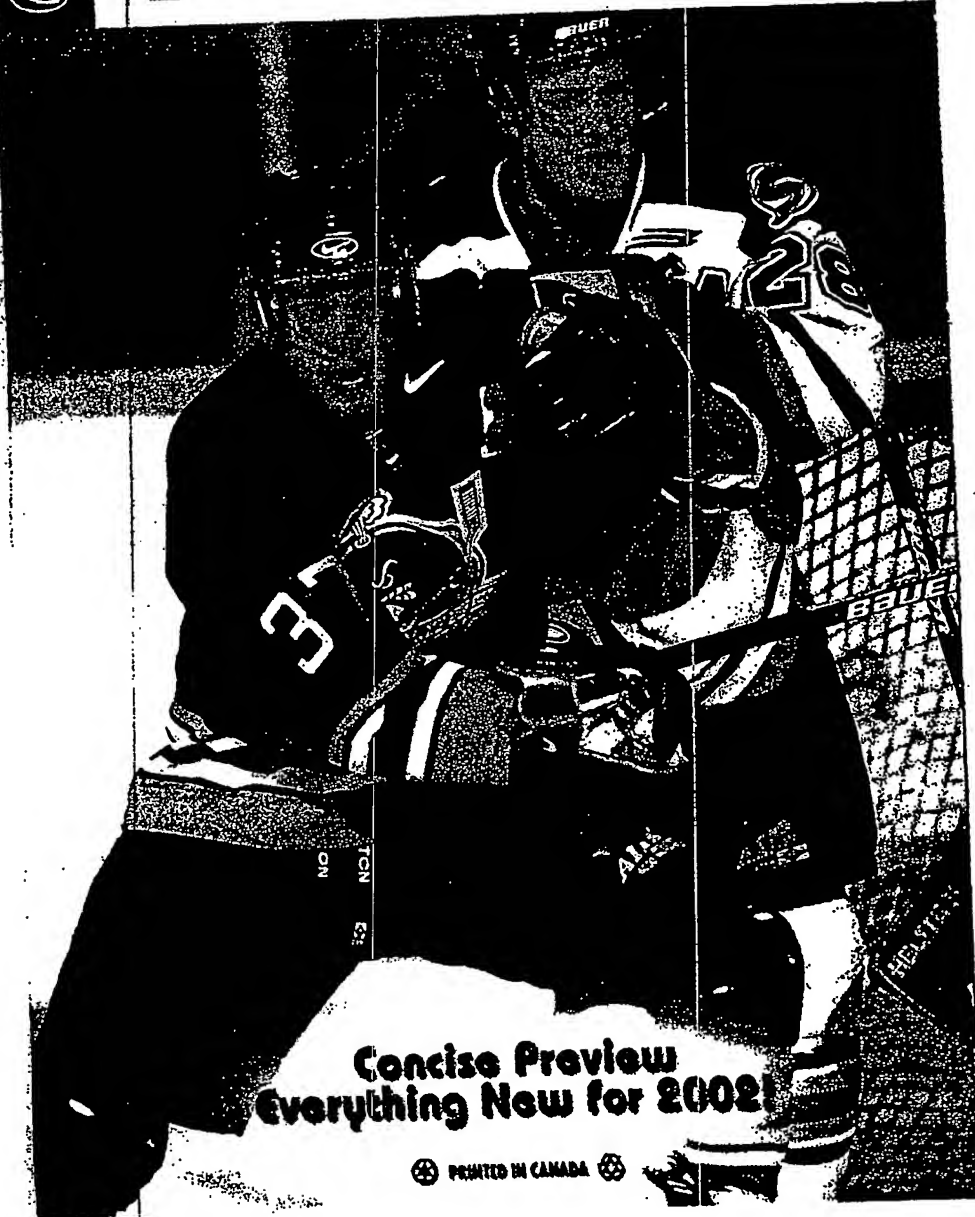


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# HOCKEY TRADES



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# HOCKEY

## STICKS

### Easton adds new sticks and composite replacement blades

Easton has added new sticks to both its Z-Bubble and Hybrid lines along with new composite blades. Highlighting the new two-piece Z-Bubble program is the Z-Bubble Grip featuring Easton's post-process application "that offers a different shaft texture for the player who prefers a more tackified feel and surface," said Easton. "The Z-Bubble Grip also boasts a new Metal Matrix wrap that provides weight reduction while maintaining strength characteristics of the Generation 1 Z-Bubble." The Z-Bubble will be available in three senior flexes (110, 100 and 85). A new intermediate model has also been added to the Z-Bubble line with reduced shaft geometry in a 75 flex.

Easton's Hybrid line, which combines graphite-constructed blades with the feel of a wood shaft, has expanded with three new sticks - each available in two patterns (Yzerman and Modano). First, is the Z-Carbon 70 featuring intermediate shaft geometry. Next, is the new elite-level junior Z-Carbon 65 stick made with a carbon-reinforced glass laminate construction. Rounding out the new Hybrid sticks offerings is the Z-Carbon 50 model, a junior model similar to the Z-Carbon 65 but without the reinforcement. "As such, it flexes somewhat softer and addresses the needs of a larger segment of the junior category," said Easton.

There is a new look to all composite replacement blades at Easton for 2002. "The most exciting addition to the line is the Junior Z-Carbon model," Easton said. "This product represents the highest level of technology and performance available to junior players in the replacement blade category. The blade weighs a mere 135 grams and offers all the stiffness and feel of its senior counterpart." More information: Easton Sports, 7855 Haskell Ave., Suite 200, Van Nuys, CA 91406-1902. 818/781-1587. Fax: 818/782-6012. Canadian retailers contact Easton Sports Canada, 2000 Place Transcanadienne, Dorval, Qc H9P 2X5. 514/685-0550. Fax: 514/685-9797.

### Easton expands Synergy into stand-alone category for 2002

Easton has expanded the Synergy line from 10 SKU's in 2001 to 64 SKU's for 2002 with new sticks, flexes and patterns. "We feel this expansion of the Synergy technology to full category status offers a product for all elite-level athletes, regardless of age, size, strength or pattern preference," said Easton. The new senior Grip Synergy stick in the senior line features a textured surface on the shaft for improved grip and will be available in two flexes (100 and 110) and six patterns (Yzerman, Sakic, Modano, Shanahan, Lindstrom and Drury). Easton has also added a new senior Synergy stick with a softer 85 flex, offering yet another option to the Synergy line. It is available in the same patterns as the Grip Synergy.

Easton Synergy sticks will also be offered in intermediate and junior models for 2002. The Intermediate Synergy utilizes reduced shaft geometry but with a senior size blade. It has a 75 flex and is available in two patterns (Drury and Modano). The junior Synergy is offered in a 50 flex with Yzerman and Modano patterns. More information: Easton Sports, 7855 Haskell Ave., Suite 200, Van Nuys, CA 91406-1902. 818/781-1587. Fax: 818/782-6012. Canadian retailers contact Easton Sports Canada, 2000 Place Transcanadienne, Dorval, Qc H9P 2X5. 514/685-0550. Fax: 514/685-9797.

## EASTON HYBRID STICKS ARE LIGHTER AND STRONGER, STICK AFTER STICK

Precision compression welded carbon blade produces the same shape and curve blade after blade.

Multi-core high pressure laminates

(D) (C) (D) (A)

### EASTON HYBRID TECHNOLOGY Pattern Flexing

- (A) **BOTTOM LAYER**  
T-Beam geometry with internal expanded foam core system
- (B) **AEROSPACE CARBON GRAPHITE - ORIENTATION 1**  
Reinforces blade torque and keeps the blade true to the larger lane
- (C) **AEROSPACE CARBON GRAPHITE - ORIENTATION 2**  
Blade Stiffening Synergy allows for a longer, lighter blade without sacrifice in stiffness
- (D) **GLASS/CARBON/ARAMID SOCK**  
Increases the degree of contact between the blade and the puck. This sock is placed on the heel of the blade for high impact surfaces

Precision molded carbon blade

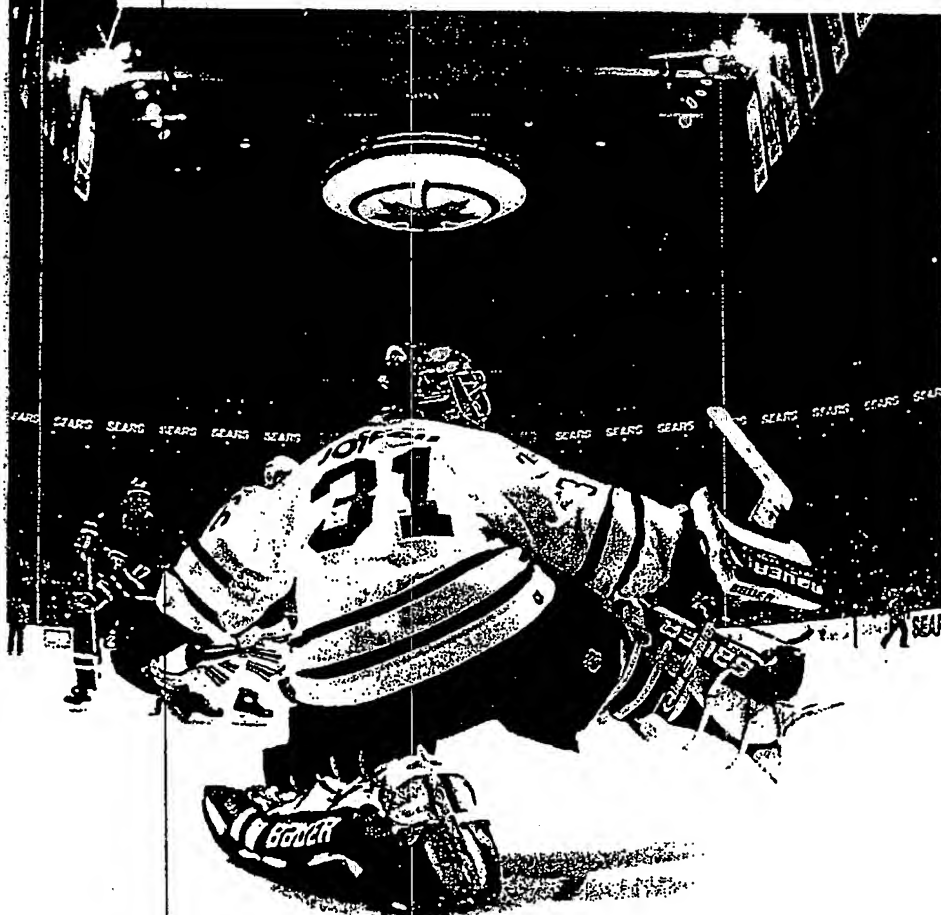
Carbon paddle construction

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THE WAY STICKS WERE MEANT TO BE

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new hockey gear for 2001/2002**

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# HOCKEY STICKS

Easton has also created a new category of Hybrid replacement blades featuring Fusion technology. "The Hybrid blades play and feel just like their wood counterparts, but the consistency and weight are unmatched by any blade," said Easton. More information: Easton Sports, 7855 Haskell Ave., Suite 200, Van Nuys, CA 91406-1902. 818/781-1587. FAX: 818/782-6012. Canadian retailers contact: Easton Sports/Canada, 2000 Place Transcanadienne, Dorval, Qc H9P 2X5. 514/685-0550. FAX: 514/685-9797.

## Exel introduces Finnish replacement blade technology

Exel will introduce a complete line of high-performance, Finnish-made replacement blades in carbon and fiberglass wood combinations (to complement its new Carbon shaft line for 2001). Exel will offer two blades, the ProLam and ProLam ABS in senior and junior models. The ProLam blades feature a unique Finnish seven-layer wood and fiberglass laminate construction with a complete fiberglass wrap, birch ply tenon and the choice of a 4-Carbon or 6-Carbon laminate running vertically down the hosel. These blades feature two layers of fiberglass fabric between the birch wood veneers, on each side of the blade. This attention to detail provides a blade with increased stiffness and durability," said Bob Hunnewell, president of Vision Performance Group, and the exclusive North American distributor of Exel hockey products. The senior ProLam is available in six patterns and the junior ProLam, with similar fiberglass and wood laminate construction, will be available in two patterns.

The ProLam ABS senior blade has the same 4-Carbon construction but features a top to bottom ABS insert for increased durability and wear. It is available in four blade patterns. The junior ProLam ABS is constructed using two maple veneers with two fiberglass laminates on each side of the blade for increased stiffness and is available in one pattern. More information: Vision Performance Group Inc., 2380 Cranberry Highway, West Wareham, MA 02576. 508/291-2770. FAX: 508/291-2772. E-mail: info@vspg.com

## Exel unveils two new lines of carbon shafts for North America

Exel is introducing two new carbon shaft lines to the North American market, distributed exclusively by Vision Performance Group, featuring Triaxial Braided Technology and Co-Wound Technology. Exel will have "a full range of senior and junior carbon hockey shafts to meet player performance requirements at all levels," said Bob Hunnewell, president of Vision Performance Group.

The Matrix 5001 and 6001 senior shafts are both manufactured using a Triaxial Braided Technology (TBT) construction. This technology "produces a shaft with exceptional torsional stiffness and outstanding reflex response at the desired stiffness rating for each player," said Bob Hunnewell. "And the new Exel manufacturing process increases durability substantially over existing shafts." The Matrix 5001 is designed for the finesse player and features an exclusive +/- 45 degree outer braid for high torsion stiffness, reduced radius shaft design and a new Exel grip designed for playability, feel and control. It is available in 85-mid stiff, 100-stiff, and 110-Xstiff. The Matrix 6001 incorporates many of the same features as the 5001, but includes an ABS slash strip to increase durability and is available in 100-stiff, 110-Xstiff and 120-XXstiff.

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P O W E R  
A C C U R A C Y

Matrix Pro Gloves

Matrix 6001 Shaft

ProLam blade

### Exel Trilogy System

Introducing the Exel Hockey and the Exel Trilogy System. New for 2001, the Exel Hockey line is a high performance line of Carbon Shafts, Carbon/Fiberglass Blades and Pro Gloves. The Exel Trilogy System integrates the performance of the shaft, blade and glove to form the critical link between player and puck. Done properly, this link provides new levels of Control, Power and Accuracy.

USA/Canada  
Vision Performance Group, Inc.  
2380 Cranberry Highway  
West Wareham, MA 02576 USA

Tel: 508-291-2770  
Fax: 508-291-2772

**exel**  
HOCKEY



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MEMORANDUM

DATE: May 3, 2007

TO: Technology Center Directors

FROM: *Margaret A. Focarino*  
Margaret A. Focarino  
Deputy Commissioner  
for Patent Operations

SUBJECT: Supreme Court decision on *KSR Int'l. Co., v. Teleflex, Inc.*

The Supreme Court has issued its opinion in *KSR*, regarding the issue of obviousness under 35 U.S.C. § 103(a) when the claim recites a combination of elements of the prior art. *KSR Int'l Co. v. Teleflex, Inc.*, No 04-1350 (U.S. Apr. 30, 2007). A copy of the decision is available at <http://www.supremecourtus.gov/opinions/06pdf/04-1350.pdf>. The Office is studying the opinion and will issue guidance to the patent examining corps in view of the *KSR* decision in the near future. Until the guidance is issued, the following points should be noted:

- (1) The Court reaffirmed the *Graham* factors in the determination of obviousness under 35 U.S.C. § 103(a). The four factual inquiries under *Graham* are:
- (a) determining the scope and contents of the prior art;
  - (b) ascertaining the differences between the prior art and the claims in issue;
  - (c) resolving the level of ordinary skill in the pertinent art; and
  - (d) evaluating evidence of secondary consideration.

*Graham v. John Deere*, 383 U.S. 1, 17-18, 148 USPQ 459, 467 (1966).

- (2) The Court did not totally reject the use of "teaching, suggestion, or motivation" as a factor in the obviousness analysis. Rather, the Court recognized that a showing of "teaching, suggestion, or motivation" to combine the prior art to meet the claimed subject matter could provide a helpful insight in determining whether the claimed subject matter is obvious under 35 U.S.C. § 103(a).

- (3) The Court rejected a rigid application of the "teaching, suggestion, or motivation" (TSM) test, which required a showing of some teaching, suggestion, or motivation in the prior art that would lead one of ordinary skill in the art to combine the prior art elements in the manner claimed in the application or patent before holding the claimed subject matter to be obvious.





MEMORANDUM

DATE: May 3, 2007

TO: Technology Center Directors

FROM: *Margaret A. Focarino*  
Margaret A. Focarino  
Deputy Commissioner  
for Patent Operations

SUBJECT: Supreme Court decision on *KSR Int'l. Co., v. Teleflex, Inc.*

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  - (d) evaluating evidence of secondary consideration.

*Graham v. John Deere*, 383 U.S. 1, 17-18, 148 USPQ 459, 467 (1966).

- (2) The Court did not totally reject the use of “teaching, suggestion, or motivation” as a factor in the obviousness analysis. Rather, the Court recognized that a showing of “teaching, suggestion, or motivation” to combine the prior art to meet the claimed subject matter could provide a helpful insight in determining whether the claimed subject matter is obvious under 35 U.S.C. § 103(a).

- (3) The Court rejected a rigid application of the “teaching, suggestion, or motivation” (TSM) test, which required a showing of some teaching, suggestion, or motivation in the prior art that would lead one of ordinary skill in the art to combine the prior art elements in the manner claimed in the application or patent before holding the claimed subject matter to be obvious.

**X. RELATED PROCEEDINGS APPENDIX**

The Appeal Brief with exhibits of Application Serial No. 10/439,652, filed June 13, 2007, is attached hereto.